

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.

Outreach Programme organised by the Department of Journalism and Mass Communication, Swami Vivekananda University in association with South Asian Forum for Environment (SAFE)



The Department of Journalism and Mass Communication, Swami Vivekananda University, organised an impactful outreach programme on Ecological Restoration and Circular Economy in collaboration with the South Asian Forum for Environment (SAFE). The initiative aimed to foster environmental consciousness among students while providing them with hands-on experience in sustainable ecological practices. As part of the programme, students visited the East Kolkata Wetlands, a globally recognised Ramsar site known for its unique wastewater recycling ecosystem and biodiversity. The visit offered students an opportunity to understand how ecological

restoration contributes to environmental sustainability and how circular economy principles can be applied to community-based conservation efforts. A key highlight of the outreach activity was a plantation drive, where students actively participated in planting saplings across designated zones of the wetlands. Guided by environmental experts from SAFE, the students learned about native plant species, soil restoration methods, and the importance of strengthening wetland resilience against climate change. Their involvement in the plantation activity reflected a commitment to conserving fragile ecosystems while gaining practical insights into sustainable development practices.



Induction Programme 2025 on “Empowering New Minds” by Dept of JMC, Swami Vivekananda University.



The Department of Journalism and Mass Communication, Swami Vivekananda University, organised the Induction Programme 2025 on the theme “Empowering New Minds” to welcome the newly admitted students into the academic and professional world of media. The programme aimed to familiarise students with the department’s vision, academic culture, and the dynamic landscape of journalism, while also motivating them to pursue their goals with clarity and confidence. The inaugural session began with the traditional lamp lighting ceremony, symbolising knowledge, wisdom, and new beginnings. The ceremony was led by - Dr. Pramiti Roy, Director of the School of Humanities and Social Sciences and Head of the Department of JMC. In her address, Dr. Roy emphasised the importance

of ethical journalism, critical thinking, and holistic learning. She encouraged students to engage actively in departmental activities, develop strong communication skills, and remain curious about the world around them. The first day of the programme was graced by Ms. Priyanka Chowdhury, Journalist and Senior News Presenter at News 18, whose presence added great value to the event. Sharing insights from her professional journey, Ms. Chowdhury



LECTURE SERIES JULY 2025

Orientation 2025: Empowering New Minds

ORGANISED BY
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

 22nd <small>PRIYANKA CHOWDHURY</small> <small>Journalist & Senior News Presenter</small> <small>News 18 Bengal</small>	 23rd <small>ANI P VERMA</small> <small>Media Analyst, Rediff</small>	 24th <small>KARAN MIRIK SIRCAR</small> <small>Senior Lead Marketing Specialist</small> <small>Facebook India</small>	 25th <small>DEBANISH SEN SHARMA</small> <small>UGC & Professor (JMC) SVU</small> <small>Retired Film Director</small>	 28th <small>SWATI CHAKRABARTY</small> <small>Freelance Journalist, Communication</small>
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2:00 PM ONWARDS

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spoke about the evolving nature of newsrooms, the responsibilities of media professionals, and the challenges posed by digital and competitive news environments. She highlighted the importance of accuracy, credibility, and on-ground reporting, inspiring students to pursue journalism with dedication and integrity. Her interactive session allowed students to ask questions related to news presentation, field reporting, and career opportunities in television journalism. The discussion encouraged them

to think beyond textbooks and understand the real-time demands of the media industry.

The Induction Programme 2025 successfully set a positive tone for the academic year by offering students a meaningful introduction to the field of journalism and mass communication. It not only welcomed them into the university community but also motivated them to embark on their media-learning journey with enthusiasm and purpose.

Tune In to New Beginnings: A Session with RJ Anup



The Department of Journalism and Mass Communication, Swami Vivekananda University, successfully organised its Induction Programme 2025, themed “Empowering New Minds,” from 22nd to 28th July 2025. Designed

to welcome and orient the newly admitted students, the week-long programme offered a dynamic blend of academic insight, industry exposure, and interactive engagements, ensuring that students entered their media journey with confidence and clarity. The inaugural sessions set the tone for an Inspiring week, showcasing the department’s commitment to bridging academic training with real-world media practices.

Industry Insights 2025: Voices from Media, PR and Film

The programme brought together distinguished personalities from diverse media domains, each enriching the students with their expertise and experiences. One of the key speakers was Ms. Priyanka Chowdhury from News18, who shared her valuable perspectives on contemporary news practices, newsroom

students to think critically, stay updated, and uphold ethical reporting standards. The induction programme also featured an engaging interaction with RJ Anup from Red FM, whose energetic presence created an atmosphere of enthusiasm. He highlighted the art of radio presentation, audience engagement techniques, and the importance of

about brand communication, youth marketing strategies, and the role of storytelling in building strong brand identities. His session offered students practical insights into corporate communication and marketing dynamics. The programme further hosted Ms. Swati Chakraborty, PR expert from Storynest Communications, who discussed the fundamentals of public relations, crisis management, client handling, and media networking. Her session emphasised the growing importance of strategic communication in today’s media landscape. The final day witnessed an impactful session by Prof. Debasish Sen Sharma, HOD and Professor, EDM, SRFTI, whose academic depth and industry experience offered students a broader understanding



of media aesthetics, film studies, and creative expression. Overall, the Induction Programme 2025 proved to be a transformative beginning for new entrants, equipping them with motivation, knowledge, and a renewed sense of purpose as they embarked on their academic journey in media and communication..



challenges, and the evolving responsibilities of journalists in a fast-paced digital environment. Her session encouraged

originality and spontaneity in the broadcasting industry. Adding to the industry-rich exposure, Mr. Karan Mirik Sircar from Red Bull spoke

