

NEWS LETTER

For the month of
August **2025**



Department of Multimedia and Animation

Swami Vivekananda University

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About University

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. RERF is lead educational conglomerate in the state of West Bengal and leading Private-sector Educational Group with over 28 institutions dedicated to impart demand-driven education in Pure and Applied Science, Engineering, Technology, Management, Agriculture, Life Science, Allied Health Science, Humanities and Social Sciences, Journalism and Mass communication and related areas with high quality consciousness in various Under graduate, Post Graduate and Doctoral programs.

Swami Vivekananda University (SVU) aims to actualize Swami Vivekananda's educational vision of life building, and character-making education by combining the best elements of the East and the West. He envisioned an educational system wherein the rich cultural and spiritual heritage of our country with its hoary tradition of values like 'sacredness of knowledge', 'shraddha', 'devotion to truth', etc., would be blended with modern science, and predominantly western values like scientific temper, rationality of outlook, fearless and objective investigation into the nature of the physical world, technological skill, work efficiency, team work, etc. Swami Vivekananda's emphasis on man-making and character- building education is always being kept in view in all the programs and courses of study in the University bearing his hallowed name.

In the direction of thought of the Hon'ble Chairman's dream – Excellence -Innovation- Entrepreneurship –the University has taken several new educational initiatives in the recent past. The prime focus continues to drive us towards achieving increased standard of education and wider research outreach program. It is imperative, therefore, to be both creative & innovative in the approach to lead the University towards a University of Excellence.

The University is established through the Act no. XV of 2019 of the State Legislature of West Bengal in the year 2019 w.e.f 5th December 2019 and subsequently enlisted by the University Grant Commission in the year 2020 as a State Private University. The University from inception keeping a self-compliance of quality standard so as to comply accreditations immediately after becoming eligible on completion of graduation of batches. This is in place through its own Internal Quality Assurance Cell (IQAC).

Located in its sprawling 12 acres lush 'Green Campus' at the Township of Barrackpore with a smooth tripartite connectivity of rail-road-air, within 15 kilometers from Airport, little distance from the junction point Wireless more of Barrackpore-Barasat and Kalyani Expressway, in a close vicinity from Barrackpore railway station, the University already attains a strength of over 2000 + students pursuing various graduate and post graduate programs including around 150 research scholars only in its second session. The Campus has an ideal educational ambience with Classrooms, Laboratories, Auditorium, Smart Classrooms, Seminar Halls, Conference Halls, Computer Centre, Central Library, Gymnasium, Store and Canteen with campus WI Fi connectivity. Some of the highlights are Integrated hi-tech eco-friendly campus, highly equipped technical and language laboratories, well-furnished library with of more than 10,000 books, 5000 titles, and 100 national and international Journals, smart Classrooms in all the disciplines, Wi-Fi enabled smart campus, Sports, Swimming pool, Gymnasium, canteen & cafeteria facilities, Multipurpose Hall, Medical Harbour, Banking Services, Campus Vigilance and Security System, Industry Relevant Curriculum.



From the Vice Chancellor's Desk



It is indeed a privilege to be at the forefront of an emerging university, our SVU. It is a matter of pride and satisfaction that ever since the inception in 2020, SVU has been striving for excellence in Higher Education, Research and Extension activities. Gratitude to the guidance of hon'ble Chancellor and thanks to the efforts of our Colleagues, the University's Undergraduate, Post-graduate, and Doctoral Programs in the areas of Engineering, Management, Agriculture, Computer Science, Life Sciences, Allied Health Science, Humanities and Social Sciences.

Our research programs range across all disciplines and total commitment is essential to achieve the goals. As we look to the future, one thing is certain - technology and knowledge will be key resources, most sought after within the country and around the world. Therefore, it is our paramount duty to help generate ideas that will benefit society, and to educate and train people to work in fields where they will be valued for their specialized knowledge. Our acumen to research, communicate and solve issues is to be improved upon from time to time. To meet these challenges, alliances with research institutions, partnership with Government and other agencies are to be undertaken expeditiously. We should leave no stone unturned to ensure the quality of our academic programs and excellence of our teaching, learning and research.

This is the byproduct of dedication and concerted efforts from all corners. In the rapidly evolving society of today, it has become more important than ever for the University to adapt, evolve and be the cornerstone of creating knowledge. The excellence of the University has always come from the individual strengths of our extremely diverse members. With many more miles to go, let us shoulder the responsibility and work together to take this institution to greater heights.

In the words of Helen Keller,

"Alone we can do so little, together we can do so much."

From the Chief Operating Officer's Desk



It is a great privilege and honour to be a part of the mission to make “Swami Vivekananda University” a name to reckon within the academic fraternity by giving a strong impetus to creating an environment of knowledge, application and holistically inspiring youth to become leaders of tomorrow. I believe that the rigours of the contemporary world will require knowledgeable professionals who could withstand the dynamics of the fast

-changing world. It is a great privilege and honour to be a part of the mission to make “Swami Vivekananda University” a name to reckon within the academic fraternity by giving a strong impetus to creating an environment of knowledge, application and holistically inspiring youth to

become leaders of tomorrow. I believe that the rigours of the contemporary world will require knowledgeable professionals who could withstand the dynamics of the fast- changing world. Hence “Making a Difference in the Life of Every Student” is the Priority of my administration. We look forward to a deep engagement with Students, Industry, Faculty, and Community to position Andhra university as the national leader in delivering value to its students and offering a transformative educational and life experience.

The Vice Chancellor office works collaboratively across the University Constituent and affiliated Colleges to ensure that every student has the best possible education and experience. In the journey, there will be tough times and there will be easier ones, but we shall work hard with no regrets, and be victorious. The University faculty are here to be the mentors and facilitators to help the students in all round progress. The parents are here to understand the strength and weaknesses of their wards and encourage them, in choosing a study of their passion. The students are here to understand that the rules and regulations in the university are put in a place to help them in achieving dreams.

There must be an aspiration to excel and serve the society, and hence there must be measuring standards. We the faculty and students as a University must excel and set standards to impact society and future generations.

Let's move ahead with a clear line of action to excel in academics, fortify our research initiatives through quality publications, strengthened industry – institute interactions, product development, Start-Up ventures and honestly contributing for the upliftment and growth of people and humanity at large.

Our challenge is to help to generate ideas that will benefit society, and to educate and train people to work in fields where they will be valued both for their knowledge, and for their ability to research, communicate and solve problems. I offer my best wishes to all students, faculty and staff to grow and excel in this challenging and competitive era and the pinnacle of success.

From the Registrar's Desk



We have pleasure in welcoming you to Swami Vivekananda University, Barrackpore. The University is striving hard to have qualitative improvement in the level of education, environment and economy of this region. The university has a visionary mission to contribute in multidimensional growth and development of the region in general and holistic development of the students in particular. We

hope that the inspiring students, under the guidance of dedicated teachers and a far-sighted leadership of the top administration would lead this University to a coveted and recognized position in the galaxy of higher education in the country.

Swami Vivekananda University's aspiration is to be a world class centre of excellence in training, research and innovation in cutting edge technologies. We are in the sincere process of creating a positive image whereby our name becomes synonymous with excellence, innovation, honour, integrity and outstanding quality and service. Always we will keep our vision goal focused ensuring to reach greater heights in the days ahead. As we embark on developing the University, all the dedicated personnel at SVU need to be unswerving in defending our vision. We shall focus on the individuals' strengths and use their strengths in a very goal-directed niche within our institution.

The University offers an array of subjects that cater to the capabilities of different individuals at various levels of education.

Our primary objective is to enrich and support the individual in his/her endeavour towards the attainment of knowledge and wisdom to apply that knowledge in coherence with the aims and ambitions of the individual in particular and for the greater good of human kind in general. Industries and renowned institutions are always welcome to collaborate for R & D activities with faculty members and research scholars. As regards to the students who are our main stakeholders, we look forward to a healthy working relationship where dialogue becomes the pillar of our understanding. We remain open to your deserved needs and not demands and our focus will be to make you all-round graduates ready for the market and responsible citizens of this great country.

I assure you best academic, administrative and research atmosphere in the campus.

Workshop Report: Entrepreneurial Pathway of Commercial Photography at Swami Vivekananda University with IIC

Entrepreneurial Pathway of Commercial Photography

Organized by: Department of Multimedia & Animation, Swami Vivekananda University

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

Resource Person: Mr. Bittu Prodhan – Commercial Photographer

The Department of Multimedia & Animation at Swami Vivekananda University, in collaboration with the Institution's Innovation Council (IIC), successfully organized a workshop on "Entrepreneurial Pathway of Commercial Photography." The session was conducted by Mr. Bittu Prodhan, an experienced commercial photographer, who shared his professional journey, technical expertise, and entrepreneurial insights with the students.

The workshop was designed with the aim of helping students understand photography not just as an artistic pursuit but also as a promising career pathway with entrepreneurial opportunities. Mr. Prodhan began the session by introducing the scope of commercial photography in diverse fields such as fashion, advertising, product photography, events, and digital media. He emphasized the importance of mastering technical aspects like camera handling, lighting, composition, and post-production to create industry-standard work.

One of the highlights of the workshop was Mr. Prodhan's focus on the entrepreneurial mindset required for photographers to establish themselves in the competitive industry. He explained the process of building a personal brand, creating a strong portfolio, and managing client relationships. The students were also guided on freelancing opportunities, pricing strategies, and business ethics in photography. Through real-life examples and case studies, he demonstrated how creativity combined with business acumen can lead to a successful career.

The session was highly interactive, with students actively engaging in discussions and seeking guidance on career prospects. Practical demonstrations on lighting techniques and composition made the workshop even more enriching. Students were particularly inspired by Mr. Prodhan's emphasis on innovation, adaptability, and professionalism, which are essential qualities for thriving in today's creative economy.

Overall, the workshop proved to be a valuable learning experience, equipping students with both technical knowledge and entrepreneurial vision. It motivated them to think beyond traditional academic learning and to explore photography as a viable professional venture. The programme outcomes reflected enhanced technical competence, industry readiness, creative innovation, and the development of an entrepreneurial spirit among participants.

In conclusion, the Entrepreneurial Pathway of Commercial Photography workshop aligned seamlessly with the vision of Swami Vivekananda University and the Institution's Innovation Council (IIC) to promote innovation, creativity, and entrepreneurship among students. The initiative not only broadened the participants' understanding of photography as a career but also empowered them with the skills and confidence to step into the professional world of commercial photography.



Workshop Report: Workshop on World Photography Day at Swami Vivekananda University

Workshop on World Photography Day

Organized by: Swami Vivekananda University

Date: 19th August 2025

Special Guest: Mr. Sudipta Karmakar, Photo Journalist

On the occasion of World Photography Day, the Department of Multimedia & Animation at Swami Vivekananda University organized a special workshop on 19th August 2025 to celebrate the significance of photography as both an art form and a professional career. The event was graced by Mr. Sudipta Karmakar, an accomplished photo journalist, who joined as the special guest and shared his rich experiences and insights with the students.

The workshop aimed to highlight the role of photography in storytelling, documentation, and communication, while also encouraging students to view it as a powerful career option. Mr. Karmakar began the session by reflecting on the history and relevance of World Photography Day, emphasizing how the medium has evolved over time with technological advancements. He shared captivating stories from his professional journey as a photo journalist, explaining how a single image can narrate powerful truths, capture emotions, and even influence society.

Students were also introduced to the technical and creative aspects of photography, including composition, framing, lighting, and the importance of timing in capturing impactful images. Mr. Karmakar gave practical tips on how budding photographers can develop their own perspective and style while maintaining ethical standards in visual journalism. His discussion on field experiences offered participants a first-hand look into the challenges and responsibilities of working in real-world situations, particularly in journalism and media.

The session was highly interactive, with students actively participating in discussions and raising questions about building careers in photography, freelancing opportunities, and the use of photography in the digital age. The workshop inspired participants to think critically about the role of images in society and motivated them to pursue photography not only as a creative hobby but also as a meaningful professional pursuit.

In conclusion, the Workshop on World Photography Day successfully fulfilled its purpose of celebrating the art of photography while simultaneously guiding students towards professional awareness. It created a space where creativity met responsibility, and where students learned to appreciate photography as both an artistic journey and a career pathway. The presence of Mr. Sudipta Karmakar made the occasion even more enriching, leaving participants inspired to explore photography with greater passion, innovation, and purpose.



Workshop Report: Studio Visit - Studio Visit - DRR Studio for Sa Re Ga Ma Pa organized by Swami Vivekananda University

Studio Visit – DRR Studio for Sa Re Ga Ma Pa

Organized by: Swami Vivekananda University

Date: 28th August 2025

The Department of Multimedia & Animation at Swami Vivekananda University organized a highly insightful studio visit to DRR Studio on 28th August 2025 to provide students with an immersive exposure to the production environment of the renowned television show Sa Re Ga Ma Pa. The visit was designed to bridge the gap between theoretical classroom learning and the practical realities of the media and entertainment industry.

During the visit, students had the unique opportunity to observe the behind-the-scenes functioning of a large-scale musical reality show that has become a household name across India. They witnessed how the studio environment seamlessly integrated multiple aspects of production including stage design, live sound management, lighting setups, camera handling, multi-camera coordination, direction, and artist management. This experience allowed them to understand the precision, discipline, and collaboration required to deliver a flawless broadcast performance.

One of the most enriching aspects of the visit was the interaction with professionals working at the studio, who shared their knowledge and insights about the challenges and opportunities in television and music production. Students learned about the technical intricacies of sound mixing, the importance of lighting for live shows, and the role of creative direction in enhancing viewer engagement. Observing the coordination between technical crews, performers, and production teams gave them a holistic perspective of how creativity and technology come together to shape successful media programmes.

The studio visit proved to be an inspiring and transformative experience for the students. It not only enhanced their technical awareness but also encouraged them to think innovatively about career prospects in television, broadcasting, music production, and the wider creative industries. The exposure to a real-world professional environment built confidence and motivated students to align their academic learning with industry expectations.

In conclusion, the Studio Visit to DRR Studio for Sa Re Ga Ma Pa was a highly impactful initiative that successfully combined experiential learning with professional guidance. It provided students with valuable industry insights, practical knowledge, and inspiration to pursue careers in media and entertainment. The programme was a true reflection of the university's vision to nurture innovation, creativity, and industry readiness among its learners.

