

# NEWS LETTER

For the month of  
May **2025**



**Department of Multimedia and Animation**

**Swami Vivekananda University**

Telinipara, Barasat - Barrackpore Rd Bara Kanthalia, West Bengal - 700121.

+91 70440 86270 / +91 89105 54937

[www.swamivivekanandauniversity.ac.in](http://www.swamivivekanandauniversity.ac.in)

[info@swamivivekanandauniversity.ac.in](mailto:info@swamivivekanandauniversity.ac.in)

# 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: Studio Visit - DRR Studio for Dance Bangla Dance organized by Swami Vivekananda University

Studio Visit – DRR Studio for Dance Bangla Dance

Organized by: Swami Vivekananda University

Date: 9th May 2025

The Department of Multimedia & Animation at Swami Vivekananda University organized an insightful studio visit to DRR Studio on 9th May 2025 to provide students with real-world exposure to the media and entertainment industry. The visit was centered around the live production environment of the popular television show Dance Bangla Dance, which has established itself as a cultural icon in Bengal.

The primary aim of this studio visit was to help students bridge the gap between classroom learning and professional practice by witnessing firsthand how large-scale television productions are conceptualized, coordinated, and executed. During the visit, students were able to observe the complete workflow of a production studio — from set design and stage lighting to camera positioning, sound recording, and direction. They also gained valuable insights into the collaborative efforts of multiple departments including technical teams, choreographers, producers, and directors, all working in synchronization to deliver a seamless on-screen experience.

A key highlight of the visit was the opportunity for students to engage with industry professionals, who shared their knowledge about the challenges and opportunities in the television and broadcasting field. This interaction allowed participants to understand not only the creative aspects but also the technical and managerial responsibilities that define a successful media production. Observing the behind-the-scenes functioning of Dance Bangla Dance gave students a clearer understanding of how theoretical concepts in multimedia and animation are applied in practice.

The studio visit was highly enriching, as it motivated students to think critically about their future careers in the media, entertainment, and creative industries. It expanded their vision by exposing them to diverse career possibilities such as production design, camera operation, sound engineering, editing, and creative direction. Furthermore, the experience enhanced their confidence, teamwork orientation, and adaptability, which are essential traits for excelling in the fast-paced media sector.

In conclusion, the Studio Visit to DRR Studio proved to be a highly engaging and transformative experience. It successfully aligned with the university's mission of fostering innovation, skill development, and experiential learning by offering students a platform to connect theory with real-world industry practices. The initiative not only broadened the academic horizon of the participants but also inspired them to pursue their creative aspirations with greater clarity and determination.



