



**Vivekananda Institute of Professional Studies-TC**  
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VIVEKANANDA INSTITUTE OF PROFESSIONAL STUDIES- TECHNICAL CAMPUS  
VIVEKANANDA SCHOOL OF JOURNALISM AND MASS COMMUNICATION

# Ahvan

## 2022

Biannual Magazine ( January-June) 2022

Accredited Grade "A" institution by NAAC, Recognized under Section 2(f) of UGC  
ISO 9001:2015 Certified Institution  
(Affiliated to GGSIP University, Recognized by Bar Council of India & AICTE)

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*“When people talk, listen completely.  
Most people never listen.”  
-Ernest Hemingway*

## FACULTY COORDINATORS



### Mentor

**Prof. Sidharth Mishra**  
**Chairperson VSJMC & VRC**



### Editorial and Design Head

**Prof. (Dr.) Charu Lata Singh**  
**Dean, VSJMC**



### Editorial and Design Coordinator

**Dr. Aneela Tahilramani**  
**Assistant Professor, VSJMC**

## STUDENT COORDINATORS



**Delisha Arora**  
**Editor Coordinator**



**Tanushree Phogat**  
**Designer Coordinator**

# TRIBUTE TO THE LEGEND

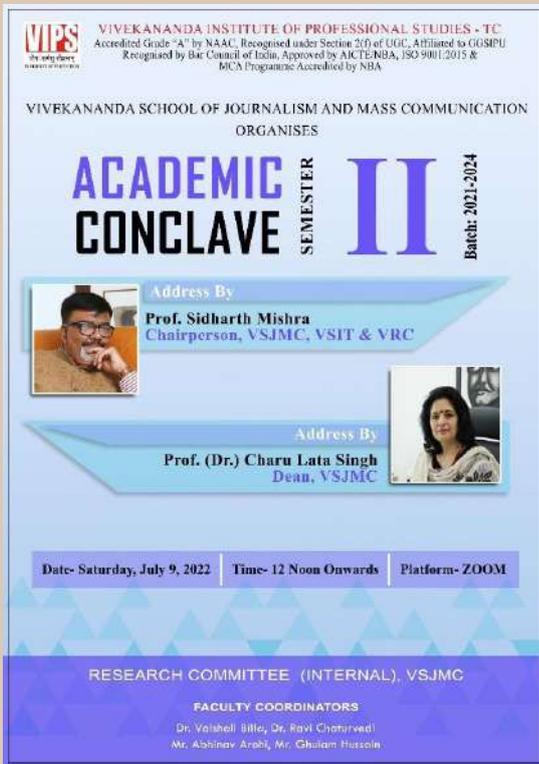


The Vivekananda Institute of Professional studies legendary singer, Bharat Ratna awardee and Nightingale of India, Lata Mangeshkar by creating a video and paid tribute the as she ruled our hearts and lives on.



# ACADEMIC CONCLAVE

# Academic Conclave 2022 - Sem II



VIVEKANANDA INSTITUTE OF PROFESSIONAL STUDIES - TC  
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MCA Programme Accredited by NBA

VIVEKANANDA SCHOOL OF JOURNALISM AND MASS COMMUNICATION  
ORGANISES

**ACADEMIC CONCLAVE SEMESTER II** Batch: 2021-2024

Address By  
**Prof. Sidharth Mishra**  
Chairperson, VSJMC, VSIT & VRC

Address By  
**Prof. (Dr.) Charu Lata Singh**  
Dean, VSJMC

Date- Saturday, July 9, 2022 | Time- 12 Noon Onwards | Platform- ZOOM

RESEARCH COMMITTEE (INTERNAL), VSJMC

FACULTY COORDINATORS  
Dr. Valsheh Bille, Dr. Ravi Chaturvedi  
Mr. Abhinav Arshi, Mr. Ghulam Hussain



## VSJMC Dean & Chairperson in discussion with the students of semester II

The Internal Research Committee of Vivekananda School of Journalism and Mass Communication organized Academic Conclave for the students of the second semester on Saturday, 9th July 2022, using the Zoom platform. This session was organised to address the Summer Training Report and Internship. This session was led by Chairperson Prof. Sidharth Mishra and Dean Prof. (Dr.) Charu Lata Singh. Around 250 participants including students and faculty members of the department attended the session.

Session started with the introduction of the programme and then Dean introduced the Summer Training Report activity to the students of the department. She talked about the academic objectives as well as the training and necessary guidelines for the same. A well-drafted document with needed information was presented to the attendees to provide a proper idea/picture of the report to be prepared along with various fields that are available for second and fourth-semester students respectively. Dean ma'am also talked about the need and importance of internships during this summer break.

This session then further proceeded with Prof. Sidharth Mishra addressing the various learning outcomes and the challenges that are faced by students when looking for internships. A Q&A session was held in which students actively engaged and asked their queries on STR.

The session concluded with Prof. (Dr) Charu Lata Singh commenting on the importance of acquiring work experience in a real-world context in order to achieve the greatest practical knowledge or skills throughout this functional training. The session ended with a vote of thanks.



# INDUSTRY INTERFACE

# Placement Drive by 'Relinns Technologies'

The placement and counselling committee of Vivekananda School of Journalism and Mass Communication organised a placement drive with 'Relinns Technologies' on 11 February, 2022. The session was conducted virtually at Google Meet. The placement drive was attended by 219 students.

The session was led by the HR Head of Relinns Technologies, Ms. Komal Jassi. Relinns Technologies started in 2016. It has been offering mobile app development services, chatbot development and web app development services to its clients across the globe. Ms. Komal Jassi explained the core values, vision of the company and the work culture at Relinns Technology.

The session came to an end with the commencement of the first round of placement aptitude test. It was a great opportunity for the students of Vivekananda Institute of Professional Studies where they can get an opportunity to get placed with a well-established company and further their industry experience.



*“The future belongs to those who believe in the beauty of their dreams.”*

*-Eleanor Roosevelt*



# Mastering Non-verbal Communication Skills in Television Anchoring



Ms. Smriti Rastogi discussing with the students about non-verbal communication skills

Mastering non-verbal communication skills like posture, body language, gestures, eye movement, and facial expressions among others are immensely helpful in all media fields, especially television news anchoring which is a lucrative career for media students.

A good anchor is not just a pretty face but also a person that radiates confidence and inspires credibility. An event was organized by the VSJMC department on the topic, “Mastering Non-verbal Communication Skills in television Anchoring” for the First semester students on 11th March, 2022. The guest for the session was Ms. Smriti Rastogi, a Prime-Time anchor with an experience of thirteen years.

She informed the students that they should be aware of current affairs and that factor that make that confident in front of camera is the that we should be bilingual. She clarified that media is evolving massively budding journalists should be prepared with all the kinds the media sector wants to know your subject and their body language will reflect their confidence.

Ms. Smriti taught an exercise to practice reading with the whole mouth as it is an important tool to be presentable in front of the camera, she called it a “pencil in the mouth exercise”. She further informed the students that pronunciation is an important factor in TV anchoring which can be enhanced through the vo.com website and will help upskill them.

In the end, she congratulated VSJMC Chairperson, Dean, and faculty coordinators for organizing the event for the students and she wished luck to the students.

*“Listen with your eyes as well as your ears.”  
-Graham Speechley*

# Emerging Trends and Career Opportunities in Radio



## RJ Abbas Haider from Red FM during the workshop

Dean, Prof. (Dr.) Charulata Singh welcomed the alumnus 'Mr. Abbas Haider' with reminiscences about the days when the resource person, Mr. Haider was her student in VIPS. In Moti Nagar Campus, Ma'am talked of her pride in seeing Mr. Haider grow from a student to a very renowned name in the Radio industry.

Mr. Haider in his response to Prof. Singh's welcome address mentioned how he has enjoyed being a student of VIPS. He also informed that there are four students of VIPS at the moment working with Red FM, New Delhi. He mentioned RJ Swati for one. Many alumni of VIPS have joined the radio industry.

He began by narrating his experience of joining the Radio. He recalled that now there is a digital vertical of every medium but when he joined the industry, it was saturated and there was a dearth of employment opportunities.

He explained the traditional format and departments of the radio channel intending to explain traditional career opportunities. He also explained how music that is played on the radio is a deliberate, conscious, and planned choice depending on the profile of the target audience and the tie-up with music companies. He further explained the job of a Copywriter who requires to develop and write promos and campaigns. He mentioned Mr. Naveen another alumnus of VIPS, working as a copywriter in the Delhi office of Red FM.

Then he moved on to explain the job profile of a Sound editor who creates jingles, promo songs, and band background music while RJ is hosting a show.



He then briefed the participants about the new career venues Digital Department posts content on the social media handles of the radio channel (although the content is given to them by the programming department). He narrated his experience as an intern in Radio, then how he was promoted to outside broadcast (OB) Executive Producer to RJ Raunaq in Red FM and now that he is Assistant Programming Head, at Red FM, he elaborates on the struggles of his journey.

He explained how in content production and especially in RJ's impromptu narration humor adds a cutting edge to the facts and news events of the day. When listeners rely on other mediums for information and facts, radio channel intends to take up the issue with more engagement by adding humor. He also elaborated on the emotional quotient and explained how the internet has changed the nature of work done by a rad. He presented the students with some of his work on the social media campaigns that were run by Red Fm on their social platform. He finally extended the invitation to the participants for the internships. He shared his contact number and social media handles for the internship.



*“TV gives everyone an image, but radio gives birth to a million images in a million brains.”*  
-Peggy Noonan



# Workshop on Corporate Identity Audit



VSJMC organized a workshop on Corporate Identity Audit on April 6, 2022. The main objective of the workshop was to educate students regarding the importance of the corporate identity of a brand, corporate image, reputation management, and image formation and that each brand has its own identity and we need an audit. Dr. Samir Kapoor, Director of Ad-Factor PR was invited as the guest speaker. Armed with more than two decades of experience in corporate communications, Dr. Kapur specializes in Public Relations, Public Affairs, Corporate Reputation Management, Integrated Marketing, Investor Relations, and Change Management. Over the years, he has served marquee clients such as Vodafone, MTS, PwC, Tata Group, Infosys, Singapore Airlines, Maruti Suzuki, Tata Motors, etc.

He discussed the definition of corporate identity and the image formation of a brand to maintain a good reputation and build trust among the public. Reputation is the total of a company's identity efforts and stakeholders' efforts. It can only be earned, not created. Then he talked about the twenty key publics of a typical multinational corporation. He also discussed some typical identity issues like financial soundness, quality of management, quality of goods and services, ability to attract, develop and keep talented people, etc. He gave us some examples of the good and bad identities of a brand. He also showed us an advertisement campaign for the brand – Dove in which he discussed the short-term and long-term planning of a brand and how the brand has been positioned. The brand has maintained a good image and reputation among the public despite claiming that “I am not even a soap – one-fourth moisturizing cream” in one of its campaigns and they have never used a brand ambassador for the advertisement of its brand. He concluded the workshop by explaining why corporate identity is important for a brand. The workshop was closed with a vote of thanks by Mr. Shambhu Sahu.



# AIR Visit



The Vivekananda School of Journalism and Mass Communication organized a field visit to All India Radio, for the students of the sixth semester on 19th April 2022. The visit was conducted under the able guidance of Dr. Ramesh Kumar Singh, Associate Professor VSJMC.

All India Radio India's Public Service Broadcaster, the Radio vertical of Prasar Bharati has been serving to inform, educate and entertain its audiences since its inception, living up to its motto – 'Bahujan Hitaya: Bahujan Sukhaya'.

One of the largest broadcasting organizations in the world in terms of the number of languages of broadcast and the spectrum of socio-economic and cultural diversity it serves, AIR's home service comprises 470 Broadcasting centres located across the country, covering nearly 92% of the country's area and 99.19 % of the total population. Terrestrially, AIR originates programming in 23 languages and 179 dialects.

The visit aimed was to get training in the of Radio and Basic Equipment's use. The aim was also to study the organizational structure of a government-owned station which is part of the sixth semester of Management & Entrepreneurship. The students came in direct interaction with the RJs operating, the attendees also got the privilege of interacting with RJ Manna Thakral, who helped us in understanding the equipment of radio.



VSJMC students, interacting with RJ Manna Thakral



# A Session TV News Anchoring Session



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योग: कर्मसु कौशलम्  
IN PURSUIT OF PERFECTION

**VIVEKANANDA SCHOOL OF JOURNALISM AND MASS COMMUNICATION**  
ORGANISES A GUEST LECTURE  
ON  
**Art and Technique of TV News Anchoring**



**MS. GULVISH SIDDIQUI**  
SENIOR JOURNALIST

Faculty Coordinators:  
Dr. Manoj Kumar Singh  
Dr. Sunil Kumar Mishra

23 April, 2022, Saturday  
11AM to 12PM

JOIN ON  
  
GOOGLE MEET

Prof. (Dr.) Charu Lata Singh  
Dean, VSJMC

Prof. Sidharth Mishra  
Chairperson, VSJMC, VSIT, VRC



Worshop by Ms. Gulvish Siddiqui, Senior Journalist

Vivekananda School of Journalism and Mass Communication (VSJMC) department of Vivekananda Institute of Professional Studies (VIPS), New Delhi organized an online session on 'Art and Technique of TV News Anchoring' on April 23, 2022 on Google Meet. The Session focused on how a student can become a good news anchor and what are the qualities required for the same.

The session started with the welcome address by anchors. The guest speakers on the occasion were Ms. Gulvish Siddiqui. Also, the Dean of the VSJMC Department Prof. (Dr.) Charu Lata Singh and faculty coordinators Dr. Sunil Kumar Mishra and Dr. Manoj Kumar Singh were present.

Opening remarks were given by Prof. (Dr.) Charulata Singh. She welcomed the guest speaker for the session to enlighten the students with their experience, expertise, and knowledge.

She talked about how outdoor anchoring is different and challenging from indoor anchoring. The importance of reading, perception building, processing of information, multi-tasking, and command over language were some of the important points discussed in the seminar. She answered all the questions one by one. The session wrapped up with a vote of thanks which was given by Aastha Aneja

# A Session Preparing TV News Package

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VIVEKANANDA SCHOOL OF JOURNALISM AND MASS COMMUNICATION  
Organizes Guest Lecture on

## PREPARING TV NEWS PACKAGE

Join On:  
Google Meet

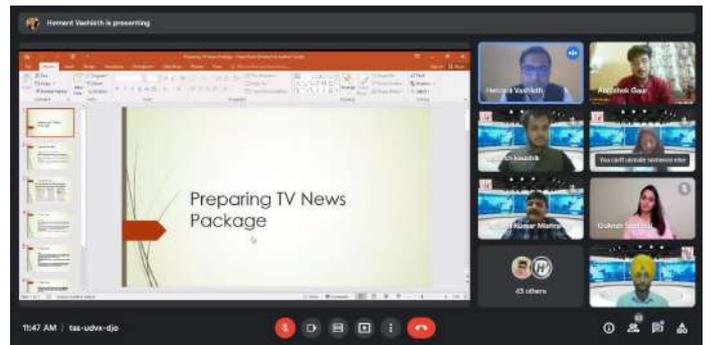
**Dr. Hemant Vashisth**  
Alumni - VSJMC, VIPS

Faculty coordinators: Dr. Manoj Kumar Singh, Dr. Sunil Kumar Mishra

23rd April, 2022 | 12:00 NOON  
**SATURDAY**

Prof. (Dr) Charu Lata Singh  
Dean, VSJMC

Prof. Sidharth Mishra  
Chairperson, VSJMC, VSIT, VRC



A session on preparing TV news package by  
Dr. Hemant Vashisth

Vivekananda School of Journalism and Mass Communication (VSJMC) department of Vivekananda Institute of Professional Studies (VIPS), New Delhi organized an online session on "Preparing TV News Package" on April 23, 2022 on Google Meet. The Session focused on how to prepare a good and attractive News Package, how a student can become a good news writer and what are the qualities required for that. The session started with the welcome address by anchors. The guest speakers Dr. Hemant Vashisth. Also, the Dean of VSJMC Department Prof. (Dr.) Charulata Singh and Faculty coordinators Dr. Sunil Kumar Mishra and Dr. Manoj Kumar Singh were present.

Opening remarks was given by Prof. (Dr.) Charulata Singh. She welcomed the guest speaker for the session to enlighten the students with their experience, expertise and knowledge. At first, our guest speaker Dr. Hemant Vashisth thanked the Dean, Faculty coordinators and all the participants. He started his lecture by sharing some copies of digital content copy, newspaper copy and TV news copy.

He discussed about Octopus Software in which you can see visuals, preview and can attach run down etc. Then he discussed some points to keep in mind while preparing a news package. The points included how to write visuals, how plan & research thoroughly, how to be concise & crisp in the package & was concluded with the importance of being unbiased.

# A Session on Industry Insights with Alumni



Mr. Nayan Dhameja



Ms. Navmi Koul

The session started with a warm welcome to all the speakers by Dean Dr. Charu Lata Singh. All four speakers are the alumni of VSJMC Department named, Ms. Somali Bajpai, Lead in Marketing PR of Crown Plaza; Ms. Navmi Koul, Anchor and Producer in EZ Mall; Mr. Arjit Mehendiratta, Business Development Associate in Crown Plaza and Mr. Nayan Dhameja, Founder of Ognam Global.

Ms. Somali Bajpai passed out from VIPS in 2014. She then pursued her master's in Advertising and Public Relations from IIMC, New Delhi, and got placement in Ad Factors. Right now, she is handling all the branding, marketing, and public relations of Crown Plaza. She told about how recruiters look for LinkedIn profiles of the candidates and they also sneak in their Facebook profiles too. She also said that content writing is very important, it does not matter in which field you are working. She also told me that it is better to work with an agency in the beginning as you get to learn the basics of many fields.

Ms. Navmi Koul passed out from VIPS in 2015. As she always had an interest in radio and anchoring, she explored different opportunities in these. She then went on with anchoring for a lifestyle and shopping service provider. She told that even if you are aiming to become a radio jockey or an anchor, you need to be a content writer and producer.

This is because you will need to write your own script and even produce them. Even video editing skills and graphic designing are a plus points.

Mr. Arjit Mehendiratta passed out from VIPS in 2017. He had done a lot of freelancing work in event management during graduation and has also done a lot of acting jobs. Even, right now he is a business development associate for Crown Plaza and in addition to that, he goes for acting classes. He said that it is very necessary to understand your interest and networking in the industry. He also talked about that even if you don't have connections in the industry, you can start on your own with small firms too.

Mr. Nayan Dhameja passed out from VIPS in 2018. After that, he did freelance in photography. He said that networking is a very important part to build relations in the industry. One should be really active on LinkedIn and follow trends there and post regularly. And one should be patient and consistent in their work and efforts as you never do that when you win a jackpot.

After the speakers' insights on their careers and different career opportunities, the session was followed by a question and answer round where different questions were asked related to profile building.

# Visit to AIR Youth Adda Programme

On our 75th Independence Day 15th August 2022, VSJMC, VIPS organised an industry visit to the All India Radio Youth Adda programme. RJ Rajesh Kumar with the producer Ms. Prabha Kumar shared the script and the songs to be played in the Youth Adda Programme. At Akashvani Bhavan accompanied RJ to New Broadcasting House where they instructed about the guidelines to be followed in a Live show. As per the theme of the day, 'Azadi Ka Amrit Mahotsav', some interesting facts about independence were asked from the audience along with some Deshbhakti songs.

After the program went offline, the RJ complimented the student, then he gave me a tour of the whole new broadcasting house and how the work happens. It was a great experience and opportunity to be a youth RJ for one day and do communication with the whole Country.

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**Vivekananda School of Journalism and Mass Communication**  
in collaboration with  
**ALL INDIA RADIO PRESENTS**

DISCUSSION ON "YOUTH AND EMPLOYMENT OPPORTUNITIES IN VARIOUS FIELDS SUCH AS TECHNOLOGY AND POLITICS"  
**#AIRNXT**  
**YOUR VISION YOUR VOICE**



**PRODUCER - PRABHA KUMAR**

**Date - Sunday, 19th June, 2022**  
**Time - 7:30 pm**

**Faculty Coordinator: Dr. Ankit Sharma**  
**Prof. (Dr) Charu Lata Singh** **Prof. Sidharth Mishra**  
**Dean VSJMC** **Chairperson, VSJMC, VRC, VSIT**

**fm-rainbow**

**AZADI KA AMRIT MAHOTSAV (75TH YEAR)**

**AIRNXT**  
YOUR VISION YOUR VOICE

**VIPS COLLEGE**  
19th June Sunday  
07:30pm

**Producer - Prabha Kumar**

News on Air App  
FM Rainbow Delhi  
live streaming: mobile app: NewsOnAIR

**fm-rainbow**

**AkashvaniAIR**



# Session on Community Engagement and Community Radio for Health Communication

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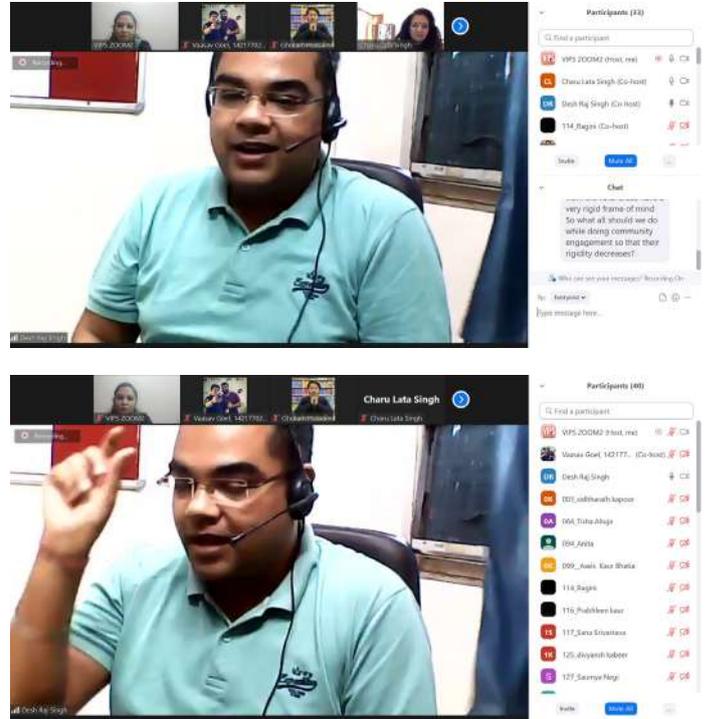
**VIVEKANANDA SCHOOL OF JOURNALISM AND MASS COMMUNICATION**  
Presents  
Session on  
**COMMUNITY ENGAGEMENT AND COMMUNITY RADIO FOR HEALTH COMMUNICATION**

**Mr. Desh Raj Singh**  
Social Development and Campaign Specialist.  
CSR Head, Sharda Group

2 July, 2022 | Saturday  
Platform - Zoom  
11 AM Onwards  
Faculty Coordinator  
Dr. Tahzeeb Fatma

Prof. (Dr) Charu Lata Singh  
Dean, VSJMC

Prof. Sidharth Mishra  
Chairperson, VSJMC, VSIT, VRC



Mr Desh Raj Singh

Vivekananda School of Journalism and Mass Communication organized a session on 'Community Engagement and Community Radio for Health Communication' on Saturday, 2nd July 2022. The session was conducted online through the Zoom platform, 11 AM onwards. The guest for the session was Mr. Desh Raj Singh, social development and campaign specialist, and current head of CSR for the Sharda Group.

The session commenced with the Anchor, Ragini, welcoming the audience and the guest and giving a brief about the session. Prof. (Dr.) Charu Lata Singh, Dean VSJMC formally welcomed the guest speaker for the session, she shared that it was indeed a brilliant opportunity for the students to listen to a guest with such experience of working for health at the grass-root level. The welcoming of the guest was followed by the formal session. Mr. Desh Raj Singh shared his experience of working for the implementation of various government health programs like the National Rural Health Mission. He shared a case study of working with Radio Mewat and creating programmes for health awareness. He emphasised the use of local culture, people and language to increase engagement with the audiences. He also shared that local communication measures like face-to-face communication, meetings, etc. work better when behaviour change is required in the audiences.

Mr. Desh Raj emphasized that lack of education and conservative attitudes are the biggest roadblocks that hinder the successful implementation of health communication messages and strategies. He shared with the students that before designing the messages it is necessary that proper research must be conducted to understand the reasons for the hesitation of the audience to change their behaviour and the right objectives to focus on are selected. He shared that when audiences are made a part of the communication strategies, they feel involved, and as such community radio is a good vehicle for the same. His lecture was followed by an interactive Question and Answer session where students raised pertinent questions like the change in health communication strategies during covid and in the digital age. The session ended with a vote of thanks given by Dr. Tahzeeb Fatma, faculty coordinator for the session.

# Session on Grassroots Journalism Khabar Lahariya: Tracing the Impact of Hyperlocal Rural Journalism



Ms Meera Devi talking about the impact of Hyperlocal Rural Journalism

Vivekananda School of Journalism and Mass Communication (VSJMC) organised a special lecture on Grassroots Journalism “Khabar Lahariya: Tracing the Impact of Hyperlocal Rural Journalism” on July 09, 2022.

At the outset, Mr. Shayan Ahmad Shamim student coordinator welcomed the speakers, Chairperson VSJMC, Prof. Sidharth Mishra, Dean VSJMC Prof. (Dr) Charu Lata Singh, Faculty Coordinator Ms. Neha Pande and the students to the session. Prof. Singh delivered the formal welcome address and invited the speakers to conduct the session.

The session was conducted by Ms. Meera Devi, Managing Editor, Khabar Lahariya, and Ms. Suneeta, Senior Reporter, Khabar Lahariya for students of the second semester. Ms. Meera shared the journey of Khabar Lahariya, the first Indian newspaper published by women. She highlighted how Khabar Lahariya established rural journalists and created space for rural realities in the mainstream. Ms. Suneeta shared her experience of reporting on various issues like drought, distress, migration, and agrarian crisis, under development in rural areas of Uttar Pradesh and Madhya Pradesh.

The speakers discussed the challenges faced by women journalists in rural India and also shared some noteworthy news reportage done by Khabar Lahariya.

An engaging question and answer round followed by invigorating concluding remarks by Prof Mishra added immense value to the session. The session ended with a formal vote of thanks to the eminent speakers, management, faculty, and students. Mr. Yash Mehra, the student coordinator provided technical support and assistance.

*“Journalism can never be silent: that is its greatest virtue and its greatest fault. It must speak, and speak immediately, while the echoes of wonder, the claims of triumph and the signs of horror are still in the air.”*

# **EVENTS AND ACTIVITIES:**

**CONFERENCE, SEMINARS,  
SESSIONS, SCREENINGS,  
COMPETITIONS AND  
WORKSHOPS**

# Session on Gender Diversity and Inclusion



Mr. Akshay Tyagi, alumnus VSJMC discussing about the Gender Diversity and Inclusion

The VSJMC department conducted a workshop with Akshay Tyagi, the Lead Diversity, Equity and Inclusion, Lalit Suri Hospitality Group. He addressed the students on Gender Diversity and Inclusion and put light on the diverse aspects and angles of the topic on 23rd February 2022

The objective was to enhance students' understanding and knowledge of gender sensitivity and policy formation. The main target audience was 1st semester students. It was conducted in a hybrid mode where the speaker is available online and students were settled in the auditorium. Around 186 students attended this session.

By using experiences, Akshay delivered a 360 view of how gender diversity is used to map and why the inclusion is essential in this debate. People with this sensitivity are working with government officials and NGOs in broadening the possibilities of gender inclusion.

The lecture session opened with the Dean of VSJMC, Prof. (Dr.) Charulata Singh's vital insights into the aspects of current scenario of gender roles and policy drafting. She also talked on the achievements of Akshay. She remembered student's days of Akshay and his devotion to the education.

The Chairperson of VSJMC & VSIT, Prof. Sidharth Mishra gave away the closing remarks by addressing the students about the learning from Akshay's lecture and his encouraging words left the students and coordinator motivated.

The session concluded with a vote of thanks.

# Session on Scope and Opportunities in “CSR Sector”

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AU Block, Outer Ring Road, Pitampura, Delhi-110034

Vivekananda School of Journalism and Mass Communication  
presents  
a special Lecture on

## Scope and opportunities in the CSR Sector

**Ms Smalika Jain**  
Communication Coordinator at United Way Delhi  
Working with: Hitachi, Facebook, TATA Steel, PepsiCo India etc.

Date- February 28, 2022  
Time- 2 p.m. to 4 p.m.  
Platform- Zoom

**Prof (Dr) Charu Lata Singh**  
Dean VSJMC

**Prof. Sidharth Mishra**  
Chairperson VSJMC



Zoom Meeting

CSR

I stand here  
**PUBLIC RELATIONS**

Bridging Corporates with Social Service Sector for Responsibility towards the Community.



Zoom Meeting

### Responsibility of a PR Person in a CSR Project with an NPO

NPO + Co. - Program (Donor Relations)

Communications (PR)

Programs

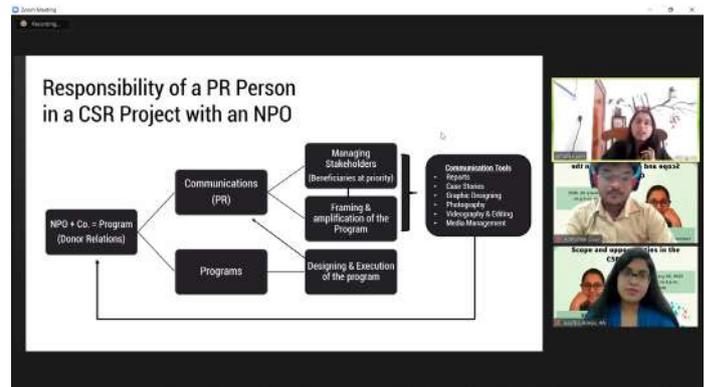
Managing Stakeholders (Developers at priority)

Framing & amplification of the Program

Designing & Execution of the program

Communication Tools

- Website
- Case Studies
- Graphic Storytelling
- Photography
- Videoography & Editing
- Media Management



Ms Smalika Jain Almuna VSJMC talking about the CSR sector

Vivekananda School of Journalism and Mass Communication organized a special lecture on 28th February on the Scope and Opportunities in the CSR sector by Ms Smalika Jain. Zoom was the platform used for this lecture. The students got the opportunity to interact with a PR professional. She shared various aspects of CSR and Public Relations with some examples and her experience in this field. At the end, there was a Question and answer session.

The faculty coordinators were: Dr. Ravi Chaturvedi; Dr. Aneela Tahilramani; Mr. Ghulam Hussain; Mr. Anurag Gupta; Dr. Praveen Kumar Singh

*“There can be no higher law in journalism than to tell the truth and to shame the devil.”*  
- Walter Lippmann

# Workshop on 'Creating Video Content for Social Media'

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 योग: कर्मसु कोशलम्  
 IN PURSUIT OF PERFECTION Vivekananda School of Journalism and Mass Communication

## CREATING VIDEO CONTENT FOR SOCIAL MEDIA

**OBJECTIVES**

- To enlighten the students on the production & educate and aware them about creating content for social media.
- To proficiency in digital filmmaking
- To clarify the concepts of production
- To develop skills using post production techniques

**MR. ZAIN ANWAR**

₹ 50/- Registration Fee  
 Seats Available: 60

**REGISTER NOW!**

24TH MARCH, 2022  
 2 PM ONWARDS  
 CONFERENCE ROOM, B-BLOCK, VIPS

**Student Coordinators**  
 Jagriti Gambhir (9818726685) | Bhaskar Chakraborty (9717155500)

**Faculty Coordinators**  
 Dr Amit Channa (9873571452) | Dr Ankit Sharma (9999317622) | Mr Ashish Verma (9818874217) | Dr Aneela Tahirmani (9818128577)

Prof. (Dr) Charu Lata Singh, Dean, VSJMC | Prof. Sidharth Mishra, Chairperson, VSJMC, VSIF and VPC

Television Society of VSJMC organised an one-day workshop on 'Creating video content for social media on Saturday, 19th March, 2022. The main objective of this workshop was to enlighten the students on tv production and educate and aware them about opting content for social media. The session was taken by Mr. Zain Anwar who is an award-winning filmmaker and digital content strategist. He is known for his film Mehram which is available for streaming on Zee5 in five languages.

On the digital side, he is currently a consultant for Times Internet, in mobile and Civic Studios in different capacities. He is known for his work on MensXP, where he worked as the Video Head spearheading the channel's ascent on social media. At present, he is developing a futuristic model for MensXP Shop combing e-commerce with video content. He is an alumnus of VSJMC, VIPS

# Workshop on Copywriting: It's Told. It's Sold.



Prof. (Dr) Charu Lata Singh, Dean VSJMC, felicitating Mr. Pulkit Khandelwal,  
Creative Controller at Grey Group Mumbai

Vivekananda School of Journalism and Mass Communication (VSJMC) organised a guest lecture on the topic “Copywriting: It’s Told. It’s Sold” on April 18, 2022. Mr. Pulkit Khandelwal, alumnus VSJMC, was the speaker for the day and the lecture was attended by the students of semester IV and VI. Mr. Khandelwal, the creative controller at Grey Group Mumbai, shared some experience of his own in the field of copywriting. He implied on the importance of observation, how it is the key source for getting ideas to write upon. During the workshop he asked the students to observe society closely, travel in local transport and spend time with people to know them better. He said that the ultimate purpose of advertisement is to sell either the product or service and that transaction has to happen in society which consists of people. They will buy those products or services that they associate themselves with and he further shared how advertisement is an art of storytelling.

He also talked about the concept of ‘Big Idea’ in deciding the creative strategy for a client. Mr. Khandelwal informed the students that as an adman you need to clearly understand the demand of your client and that has to be translated into your creatives. Ideas need to be practical as the copywriting is just one part of entire advertising process. Apart from discussing his work, he showcased the best and most creative advertisements of different brands and discussed various elements of those advertisements.

The guest lecture was organized and coordinated by Dr Baninder Rahi, Ms. Bhumika Chandola, Dr Chetna Bhatia, Dr Priyam Ghosh and Ms Neha Pande under the guidance of Prof. Sidharth Mishra, Chairperson VSJMC and Prof. (Dr) Charu Lata Singh, Dean VSJMC.





# Value Added Course in Print Journalism

## Advanced Editorial Skills: Editorial Writing and Editorial Cartoons

VIVEKANANDA INSTITUTE OF PROFESSIONAL STUDIES-TC  
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VIVEKANANDA SCHOOL OF JOURNALISM AND MASS COMMUNICATION  
organises

**VALUE ADDED COURSE**  
ON  
**Advance Editorial Skills**  
Editorial Writing and Editorial Cartoons  
During: April-May, 2022

Course coordinators: **Dr. Baninder Rahi, Dr. Chetna Bhatia**

Fee: 250 INR 8441719724

Contact: vsjmeditorialcartoonskills@gmail.com

Prof. (Dr) Charu Lata Singh  
Dean, VSJMC

Prof. Sidharth Mishra  
Chairperson, VSJMC, VSIT, VRC

VIVEKANANDA INSTITUTE OF PROFESSIONAL STUDIES - TECHNICAL CAMPUS  
An ISO 9001:2015 Certified Institution Grade "A", Accredited Institution by NAAC &  
NBA Accredited for MCA Programme Recognised under section 2(B) by UGC  
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VIVEKANANDA SCHOOL OF JOURNALISM AND MASS COMMUNICATION  
organises  
Value Added Course  
ON  
Advance Editorial Skills: Editorial Writing and Editorial Cartoons  
April-May, 2022

Speakers for Various Sessions

Mr. Amitabh Shukla  
Senior Resident Editor  
The Pioneer, Chandigarh

Prof. Sidharth Mishra  
Chairperson, VSJMC, VSIT, VRC

Mr. Shekhar Guroora  
Senior Editorial Cartoonist,  
Illustrator and Graphic Designer

Prof. (Dr.) Charulata Singh  
Dean, VSJMC

Dr. Barnali Saha  
Assistant Professor, VSSES, VIPS

Course coordinators: **Dr. Baninder Rahi, Dr. Chetna Bhatia**

Prof. (Dr) Charu Lata Singh  
Dean, VSJMC

Prof. Sidharth Mishra  
Chairperson, VSJMC, VSIT, VRC

Vivekananda School of Journalism and Mass Communication (VSJMC) organised this 30 hrs long Value-Added Course titled Advance Editorial Skills: Editorial Writing and Editorial Cartoons during April and May, 2022.

This course had eight sessions spread over three weeks in the month of April and May, 2022. Lectures were delivered on Thursdays and Fridays followed by practical assignments on Saturdays. A total of four modules were designed covering topics related to editorial writing and cartoons.

Dean VSJMC Prof. (Dr) Singh inaugurated the course highlighting the importance of editorials and political cartoons in media landscape and role they play in communicating opinions on important issues concerning society and welcome the course instructors for joining the course to deliver expert lectures and further to add value to the teaching- learning ecosystem.

The first lecture was delivered by Mr. Amitabh Shukla, wherein he shared with the participants about the importance of editorial page and how editorials are not just the statement or opinion of newspapers but also of people. Editorials are also sort of free flow of expression.

Second session of the course was conducted by Prof. Sidharth Mishra, Chairperson VSJMC, VSIT and VRC. Prof. Mishra talked about importance of broadsheet and role of Registrar of Newspaper of India (RNI). He informed the students the importance of different pages of a newspaper and also told that for a journalist reading newspaper is must.

Mr Chander Shekhar Gurera, Senior editorial Cartoonist, illustrator and graphic artist whose daily pocket cartoons appear in several newspapers kickstarted the session on 5th May 2022. The students studied his cartoons that were shown on screen and asked various questions related to this field as being a sustainable and financially viable career option.

On 6th May 2022, Dr Barnali Saha, PhD taught the students the art of encoding and decoding an intended message in the form of political and social editorial cartoons. The students enjoyed an interactive exercise wherein they analysed the elements of exaggeration, labelling, symbolism, analogy and irony in various cartoons shown by the speaker.

In the last session of the course, students were taught by the course coordinators about agenda setting theory that how in choosing and displaying news, editors, newsroom staff and broadcasters play an important part in shaping the political reality.

13th May's session had a lecture on future of print media in India and how pandemic changed the print media industry.. He told the participants that considering the literacy rate of India, newspapers have a long life here. The lecture was followed by valedictory session. Dean Prof. (Dr.) Charu lata Singh welcome the guest by stressing on the fact of importance of such courses for students. While concluding remarks were given by Prof. Mishra who shared anecdotes when he was heading a newspaper. The session ended with certificate distribution.

The course was successful completed with the support and guidance of both Sidharth sir and CharuLata ma'am and programme coordinators Mr Akhilesh and Ms Rosy. Student coordinators were –Valuka Soni, Vaasav, Ayuka and Anjali and Tanmay.

#### Value Added Course

#### Advance Editorial Skills: Editorial Writing and Editorial Cartoons

April-May, 2022

#### Assignments

##### Module 1 and 2

1. Differentiate between an Editorial and News Report
2. Write an Editorial on Jharkhand Riots (600) words

Note: You need to submit your assignments at [vsjmceditorialcartoonists@ gmail.com](mailto:vsjmceditorialcartoonists@ gmail.com) by April 30, 2022 (Saturday) by 7.00 pm

##### Module 3 and 4

1. Name 10 Editorial or Political Cartoonist of India.
2. Decode the following cartoons



Exercise: 1

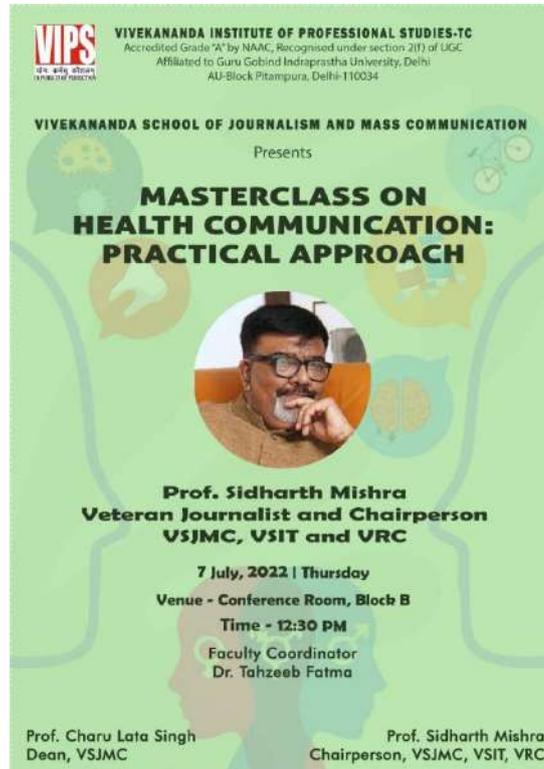


Note: You need to submit your assignments at [vsjmceditorialcartoonists@ gmail.com](mailto:vsjmceditorialcartoonists@ gmail.com) by May 7, 2022 (Saturday) by 9.00 pm

Students are required to submit a scrap book containing all the assignments after the completion of the course. |

Sample sheet as discussed in the session

# Masterclass on Health Communication



A Masterclass on Health Communication: Practical approach was organized by VSJMC, as a part of Health Communication Elective subject on 7th July 2022. Dr. Tahzeeb Fatma, Assistant Professor VSJMC, was the faculty coordinator for the Masterclass. Prof. Sidharth Mishra, veteran journalist and Chairperson of VSJMC, VSIT and VRC at VIPS.

The session began with Ms. Mrinalini Mehra introducing Prof. Sidharth Mishra. Prof. Mishra began by pointing that Health communication is a wide area and goes beyond mere reporting on health issues, he emphasised that it concerns more than beat reporting. Prof. Mishra highlighted that Health Communication can be largely divided into two broad categories of Journalism and Public Relations.

Prof. Mishra shared the different divisions Health sector reporting has. He in detail explained those categories, & informed students about how to practically report on ground while keeping in mind what a person is reporting.

Prof. Mishra summarised his masterclass by saying that Health Journalism is a vast and diverse field and has various opportunities for talented youngsters who have a journalistic aptitude and necessary skills. The lecture was followed by an interactive question and answer session. The session ended with Ms. Bhumika Chandola thanking Prof. Mishra for such expansive session covering the various practical aspects of Health Communication.

# Team Building Exercise Fursat Ke Pal



VSJMC Faculty members.

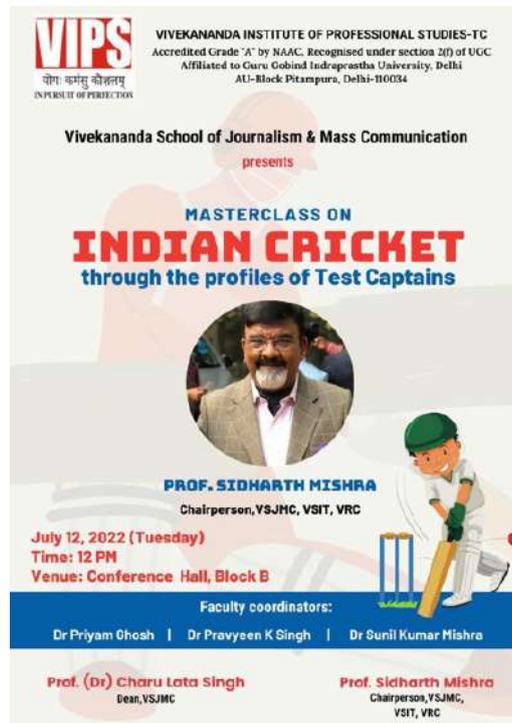
Vivekananda School of Journalism and Mass Communication Department of VIPs organized an interactive and creative activity of team building 'Fursat ke Pal' on 8th July, 2022 from 2:00 pm onwards in Conference Room, Block B. The purpose of activity was to give a platform to all the faculty members of VSJMC for their creative expressions. All the faculty members along-with Dean VSJMC and Chairperson, VSJMC actively participated in the event. The faculty coordinators for the event were Dr. Sunil Kumar Mishra, Dr. Tahzeeb Fatma, and Ms. Mrinalini Mehra.

In the first activity, most of the members recited their self-composed poems while few of them narrated their memorable moment of life in the form of story. This segment of activity was appreciated by Dean and Chairperson. In the second activity 'Antakshari', all the members were divided in team A and team B. Prof. Sidharth Mishra headed team A, while team B was headed by Prof. (Dr.) Charu Lata Singh. Both the team actively participated and sang Bollywood songs. Finally, team 'A' won by a close margin.

*“Alone we can do so little; together we can do so much.”  
– Helen Keller*



# Masterclass on Indian Cricket through the profiles of Test Captains



Vivekananda School of Journalism and Mass Communication Department of VIPs organized a Masterclass on Indian Cricket through the Profiles of Test Captains on 12 July 2022. The lecture was delivered by Professor Sidharth Mishra, Chairperson of VSJMC, VSIT, and VRC. Prof. Sidharth gave an introduction to Indian Cricket, and how Indian Cricket is the sport for the masses. He then began by giving a brief history of profiles of various test matches and test captains.

He said, "In 1932, the first test match was played but cricket came much earlier." Commonwealth nations under the British regime like Australia, England, South Africa, and New Zealand were the ones who play Cricket. India wanted to join the ranks of Cricket playing nations and the first test match was played by India on 25 June 1932 at Lord's, with India becoming the sixth team to be granted test cricket status.

He also dived deep into the 1939-45, era of World War II, no international test matches were played however domestic cricket was still played. So, several local clubs got the chance to play with the British after which Indian Cricket prospered. He further added, "In 1946, the Board of Cricket was controlled by Britishers and princes because of whom no captainship was given to common players. Only Englishman got that captainship. Iftikhar Ali Khan Pataudi was the first Indian to be handed the captainship.

He talked about the different Indian captains during the course of history & through those examples he stated how Indian team's performance & their captaincy are co-related. Prof. Mishra ended the lecture by emphasizing the lack of captaincy and leadership after Virat Kohli stepped down from the Captaincy post, and how the Indian team is experimenting with several captains including Rohit Sharma, KL Rahul, Hardik Pandya, etc. which might be creating a deep fissure in the Indian cricket team.

The session ended with concluding remarks from Dr. Praveen K Singh VSJMC who expressed his gratitude to the speaker as well as the attendees for their kind presence at the event.

# Participation in IAMCR Regional Conclave



VSJMC students and faculty participation at IAMCR Regional Conclave at IIMC

A discerning event conducted by International Association for Media and Communication Research (IAMCR) in IIMC the session was fully packed with future and current media aspirants. Furthermore, the event is knowledgeably lectured by well-profiled professors. The information focused on Neo- Globalisation World, including all aspects based on media communication. To begin with, the lecture was initiated by: Dr. Surbhi Dhaiya and Dr. Priyanka Sachdeva by introducing the event lecturers. Afterward, the first lecture starts on the topic of ;Communication Research in the era of Neo – Globalisation reorientation, challenges, and changing context.

The speakers on this topic were; Dr. Shashwati Goswami, Dr. Tarjeet Sabharwal, Dr. Ritu Sood, and Dr. Shikha Rai. In addition to that, the next lecture was held on the topic Role of Media in the Construction of a Global Public Health Community. The eminent speaker was; Dr. Saima Sood Likewise, the next lecture started on the topic of How Data and Digital Science Influence Intercultural Communication. The eminent speaker was; Dr. Sunetra Sen Narayan. Furthermore, the fireside chat was stated between, Dr. Charu Lata Singh and Dr. Surbhi Dhaiya on the topic of Global Media Ethics in the Digital Era. Last but not least lecture was held by Dr. Kulveen Trehan on the topic of Big Data and Social Media Research in India's Common concern and Practical Implication.

Lastly, the event was well managed by the authority everything went synchronized and smoothly. Students were motivated by the participation certificate of the event. Apart from that, a star of knowledge and different aspects of the topic helped students in getting a better understanding of the field which may help them in the future.



# Master Class

## A Day in a Newspaper's Newsroom



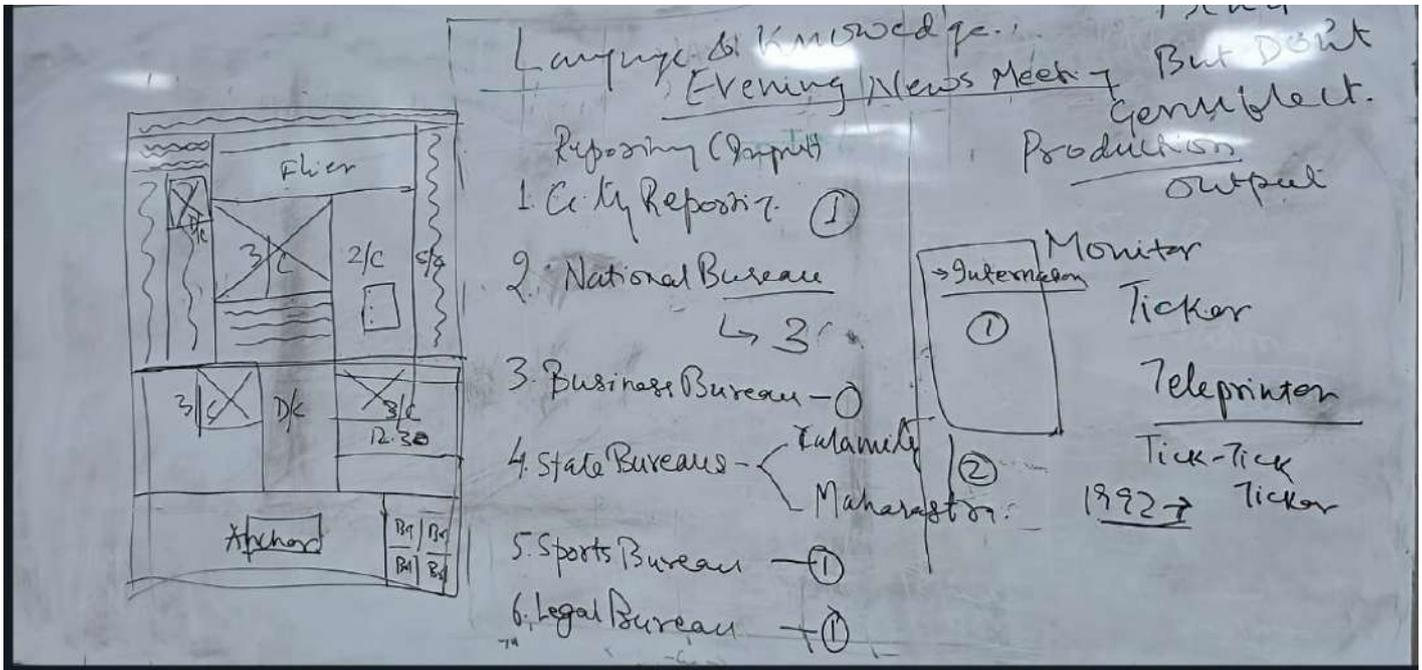
**Prof. Sidharth Mishra, Chairman VSJMC, VSIT & VRC, imparting knowledge on Editing and Layout**

A master class on the topic Editing and Layout: A Day in a Newspaper's Newsroom was organized by Vivekananda School of Journalism and Mass Communication (VSJMC), VIPS, New Delhi for Semester II students on July 13, 2022. The speaker for the session was Prof. Sidharth Mishra, Chairperson VSJMC, VSIT and VRC.

Prof. Mishra started the lecture on how the newsroom begins its operations at 11 o'clock in the morning with the editorial meeting of reporters and editors. The agenda of the meeting is primarily to discuss the newspaper of the day before and discussions, errors and improvements that could have been done on the newspaper. The meeting further by discussing on stories to be done, layout of the newspaper and its pages, editorial and the opinion editorials, developing news stories of the day for the intent to plan the newspaper edition of the day.

He further took the example of the newspaper of 13th of July, 2022, The Pioneer and Morning Standard and discussed a news headline and asked the students to critically comment on it. He then talked about the miscommunication due to the headline in question. He explained how the headline is grammatically and factually correct yet the meaning conveyed by the headline is questionable and incorrect. Through this story he explained how in editing not just the syntax of sentence, grammar, spelling and facts are supposed to be correct and sound but also the language used and the meaning conveyed is of a significant role.

Prof. Mishra explained how a balance is created between the stories of the day that are to go in a newspaper's page and the layout of the page that is created by the design department. He explained how the news editor and the layout designer work in coordination to bring out each page of the newspaper. He furthered on the guidelines of writing a headline and the lead paragraph of the story. He took the example from the newspaper of the day and read out the lead of a story. The students were again asked to critically analyze the lead of the story. With the help of the example the students were updated and apprised on the lead and the guidelines of writing a tight lead.



He explained that the lead of a story must have short sentences, the meaning of which shall be clear and unambiguous, and the space occupies, words used, layout shall be balanced in a lead and in a story.

He explained the “style sheet” and its concept to the students and explained how the stylesheet are now out of currency due to the advent of the desktop publishing in the newspaper. He then designed on the board a newspaper dummy and explained its dimensions and dimension of each column. He exemplified how each story is done and a layout is prepared as per the stories of the day and thereafter placed in the newspaper space according to the space and placement of each story in predesigned layout.

He compared the layout of the two newspapers and critically evaluated the layout of both the newspapers and exemplified what a good or smart layout means in a newspaper, which is not only the visual value of the newspaper but along with it the content value of a page and the stories published in the page. Exclusive stories and the weightage given to the exclusive story by the means of the design and layout was explored by Prof. Mishra.

The engaging session was drawn to a close after a question answer round. Students came up with many queries and after addressing all of them the session was concluded.

*“What a newspaper needs in its news, in its headlines, and on its editorial page is terseness, humor, descriptive power, satire, originality, good literary style, clever condensation, and accuracy, accuracy, accuracy!”*

— Joseph Pulitzer



# What After BA(JMC)?

VIPS  
Vivekananda School of Journalism and Mass Communication  
Placement Cell  
In collaboration with  
Vivekananda Institute of Mass Communication (VIMC)  
PRESENTS

## What after BA(JMC)?

**Guest Speaker**

**Navya Singh**  
GGSIPIU, BA(JMC) Gold Medalist 2020

**2 April, 2022**  
12 NOON ONWARDS

MEETING LINK  
[https://zoom.us/j/99536977489?](https://zoom.us/j/99536977489?pwd=TUZidFo4dkFKaGw4MzZFb2SWcE9hZz09)  
pwd=TUZidFo4dkFKaGw4MzZFb2SWcE9hZz09

**Prof. (Dr) Charu Lata Singh**  
Dean, VSJMC

**Prof. Sidharth Mishra**  
Chairperson, VSJMC, VSIT & VRC



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Vivekananda Institute of Mass Communication  
(VIMC Delhi)  
Where You **Ideate All The Time**

Admission Open 2022-23

Sidharth Mishra  
Activate Windows  
Go to Settings to activate Windows

VSJMC Placement and Counseling Committee in collaboration with Vivekananda Institute of Mass Communication organised a session, “What after BA(JMC)?” for the final semester students. The session took place on April 2, 2022 at 12 noon in online mode on Zoom. The guest speaker was Ms. Navya Singh, GGSIPU, BA(JMC) Gold Medalist 2020.

The session began with a welcome note by the session host, Mr. Abdes Jha, who welcomed Ms. Navya Singh. Ms. Singh started by highlighting the opportunities BA(JMC) graduates have at hand. She explained how higher education and working can go hand-in-hand, and the pros and cons of both the options. She then moved onto explaining how work experience and academics can be managed. Sharing her personal experiences, Ms. Singh, highlighted the fact that a practical-oriented course can be the best option to make oneself ready for the post-covid world.



# Toilet Hygiene: SoChWaTi

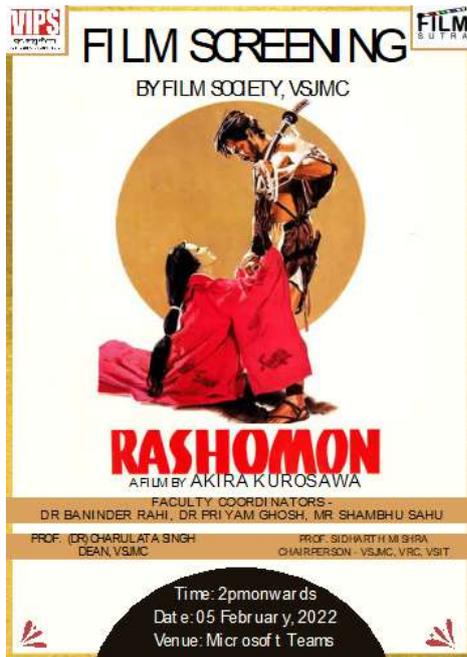


VSJMC students, spreading awareness about toilet hygiene

The students of VSJMC Sem-II conducted this campaign. The cleaning lady being the opinion leader of the campaign, informed about the conditions of the toilets and what kind of problems she faces during cleaning the toilets. This conversation led to the idea of a video creation in which the toilet hygiene problems would be shown. The entire scenario in girls' washroom is shown in the video with an interview of the cleaning lady. The SoChWaTi Campaign was designed to create awareness about Toilet Hygiene and also teach people about the healthy and clean habits of Toilet. It spread awareness among the young masses, teenagers as well as adults. The target audience was the people of Haiderpur who were unaware of such practices. The campaign was held for a period of two days which was held on Wednesday, 13th July 2022 and Thursday, 14th July 2022. Apart from this the students reached into the rural area of Haiderpur, where they took interviews of different people trying to know their perception regarding personal hygiene & usage of pads & other sanitary equipments. The campaign ended by distributing sanitary pads to the whole area with the help of an anganwari working for the welfare of these people.

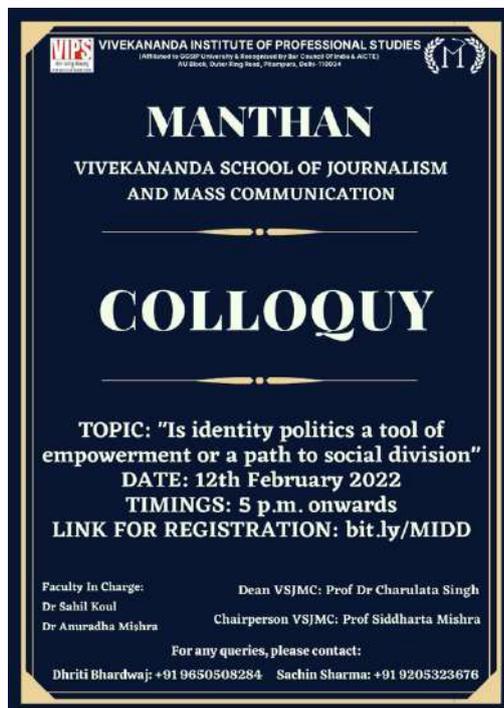


# Film Screening



VSJMC Film Society organized the screening of Akira Kurosawa's *Rashomon* (1950), a Magnum Opus of Japanese Cinema on 5 February 2022 from 2 pm onwards on MS teams (online). Akira Kurosawa's magnum opus *Rashomon* which is based on a Japanese short story. *Rashomon* is one of the first films to follow a multi-narrative structure and non-linear editing style in cinema. Through an ingenious use of camera and flashbacks, Kurosawa reveals the complexities of human nature as four people recount different versions of the story of a man's murder and the rape of his wife.

## Discussion Session by 'Manthan'



'To discuss is to plant a seed in the mind and nurture it with thoughts that later grow branches on being watered by them'. Manthan, the Debating society of VSJMC organized "Colloquy: The Intra-departmental discussion." To Come with an open mind and to take a look at the other side of the coin and learn and understand how different minds function differently! The topic of discussion was, "Is identity politics a tool of empowerment or a path to social division"



# TV News Debate on Mood of the Nation



VSJMC faculty and students listening to the deliberations of the panelists

TV news debate titled “Mood of the Nation” a panel discussion was organized on 23rd March, 2022. The discussion was based on the results of recently concluded state assembly elections and their significance for the trajectory of the 2024 elections. Students of 6th semester organised this event under the mentorship of her internal supervisor Mr. Abhinav Aarohi

Three guest speakers, Mr. Nitish Kumar Jha, Academician, Delhi University, Ms. Shivangi Saxena, Journalist, Newslandry, and Mr. Abdesh Jha, Legal Associate, Campus Law Centre, Delhi University were invited as panellists for the panel discussion.

The session began with Prof. Dr. Charu Lata Singh, Dean VSJMC, facilitating the panellists, along with Dr. Manoj Kumar Singh and Dr. Sahil Koul. Ms. Khushi Sharma moderated the session and asked questions related to the topic.

After the deliberation of the panellists, the students from the audience then asked various questions which were elaborately answered by all three panellists. Abhinav Aarohi, then congratulated Ms. Khushi for organizing the session.



# Wellness Awareness Campaign

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IN PURSUIT OF PERFECTION

VIVEKANANDA SCHOOL OF JOURNALISM AND MASS COMMUNICATION  
Presents  
**WELLNESS AWARENESS CAMPAIGN**

**Dr. Sonali Bansal**  
Functional Nutritionist and Health Coach

**Dr. Praveen K Singh**  
Faculty Coordinator

**Prof. (Dr) Charu Lata Singh**  
Dean, VSJMC

**Prof. Sidharth Mishra**  
Chairperson, VSJMC,  
VSIT, VRC

On April 5th, 2022  
Starting 1.30 PM Onwards  
at VIPS Auditorium

Coordinated by students of 4B



In collaboration with Power Gummies, a Wellness awareness campaign was organized. Power gummies are a scientifically proven health product that is manufactured from the best-in-class vegan-based components that address the fundamental causes of problems to provide comprehensive nutrition. The topics discussed were menstrual health and menstrual hygiene. The session was conducted by Dr. Sonali Bansal, Functional Nutritionist and Health Coach.



# Screening of the film 'Mission Blue'



Water is an integral part of everyone's life and we can't think of a life, without water. Movies are considered to be an excellent tool to create awareness among masses about an issue. 'Mission Blue' was a Film Screening and Group Discussion Event. The activity was organized by the students of sixth semester on 8th April 2022. The event began with the anchors: Palak Ratra and Dhriti Wadhwa welcoming Professor Sidharth Mishra, Chairperson VSJMC, VSIT and VRC and Professor Dr. Charulata Singh, Dean VSJMC, other faculty members and students. The anchors then gave a backgrounder of the documentary. The movie highlighted the journey and mission undertaken by Sylvia Earle, an Oceanographer, Environmentalist, Marine Biologist and National Geographic Explorer. After the movie screening, the audience were asked to discuss the issues highlighted in the film or any other environmental issues. After the discussion, the anchors thanked the audience for attending the film screening and being an interactive audience. In the end, the anchors introduced the upcoming event, 'Sapling Selfie', a plantation drive to make our surroundings greener and healthier.

# Screening of the Film 'Dunkirk'



The Film Appreciation Society of VIPS organized on 8 April 2022, a screening of Christopher Nolan's Dunkirk (2017). The film depicts a world war epic where soldiers find themselves stranded in the island of Dunkirk. Under air and ground cover from British and French forces, troops were slowly and methodically evacuated from the beach using every serviceable naval and civilian vessel that could be found. At the end of this heroic mission, 330,000 French, British, Belgian and Dutch soldiers were safely evacuated. The film is a masterpiece in understanding concepts such as mise-en-scene and sound in cinema. After the screening, students who attended the screening were given time to discuss the film. Dr. Priyam Ghosh along with Dr. Baninder Rahi and Mr Shambhu Sahu led the discussion amongst students. The event was also graced by the presence of Prof. (Dr.) Charulata Singh, Dean, VSJMC.

# ‘World Health Day’ Celebrated “Our Planet, Our Health”



There is an important saying by Josh Billings “Health is like money; we never have a true idea of its value until we lose it.” Every year world health day is observed on 7th April, varying to themes each year. The theme for World Health Day decided by World Health Organization is- ‘Our Planet, Our Health.’

Amid the ongoing pandemic and pollution growing on the planet, diseases like cancer, asthma, and heart diseases are increasing rapidly. World Health Organization aims to focus global attention on the urgent actions needed to “keep humans and the planet healthy.”

In light of the above stated in order to enlighten the youth about World Health Day, the Vivekananda Institute of Professional Studies conducted an interactive session with the students of sixth semester about the various ways through which health care can be promoted and corrective measures can be taken to fight the problems.

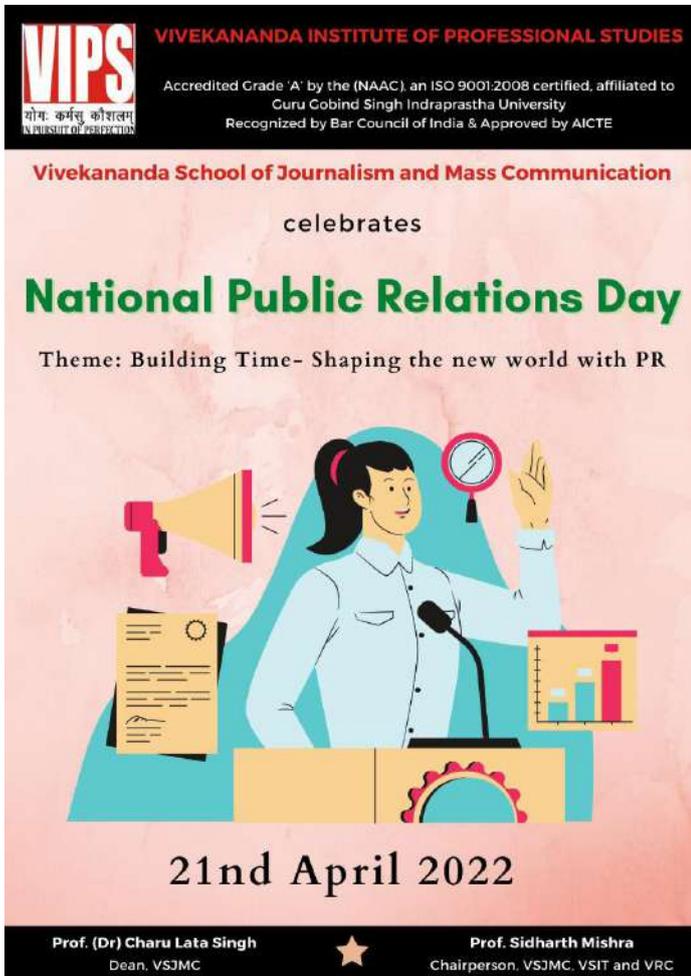
The session for class 6-E was conducted under the supervision of Dr. Atul Upadhyay, Assistant Professor VS-JMC. Students took part in the session with zeal and zest and came up with ideas such as: Health Camp can be organized for rural areas in order to check upon their health, Yoga can be promoted, right amount of nutrients/calories intake required by the body etc.

The students enthusiastically took part in the session and pledged to focus on the health as well as the environment, which are two most important parts of our lives.

*“A healthy body is the guest chamber of the soul; a sick, its prison.” -Francis Bacon.*



# ‘National Public Relations Day’ and ‘World Radio Celebrated Day’



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Vivekananda School of Journalism and Mass Communication  
celebrates

## National Public Relations Day

Theme: Building Time- Shaping the new world with PR



21nd April 2022

Prof. (Dr) Charu Lata Singh  
Dean, VSJMC

★

Prof. Sidharth Mishra  
Chairperson, VSJMC, VSIT and VRC



On 13th February, 2022, World Radio Day was celebrated by Vivekananda Institute of Professional Studies. The theme of the World Radio Day, 2022 is ‘RADIO AND TRUST’ LET’S TUNE IN TO RADIO!. The department celebrated the most trusted and accessible medium of expression.

The department also celebrated National Public Relations, Day on 21st April, 2022.

*“In radio, you have two tools. Sound and silence.”  
-Ira Glass*



# VSJMC T-10 Challenge:

## Master Mentors XI V/S Super Senior Kings

A friendly cricket match between the teachers and students of Vivekananda School of Journalism and Mass Communication was held on the 22nd of April, 2022 at Japanese Park, Rohini. Organizing Committee constituted Raj Dhingra, Kartik Goyal and Pratham K Sharma, all from the 6th semester. The Faculty Coordinator for this event was Dr. Praveen Kumar Singh.

The teachers' team, Master Mentors XI was led by Prof. Sidharth Mishra, and the students' team, Super Senior Kings had Pratham K Sharma as the captain. The coin toss went in favour of the Master Mentors XI and they decided to field first. Prof. Sidharth Mishra mentioned at the toss that the decision to field first was made as he felt that chasing would be a better proposition.

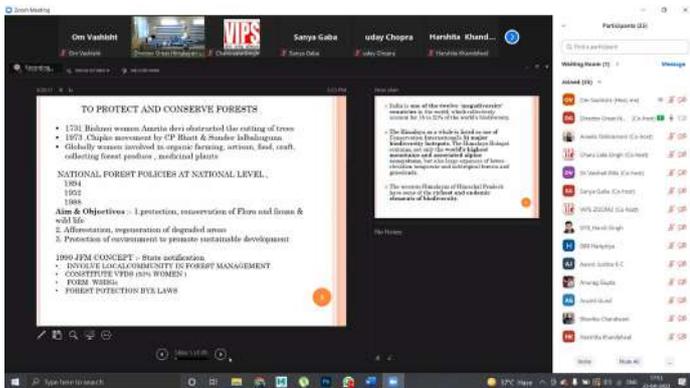


The Master Mentors made early inroads, taking two wickets in quick succession, following which the pair of Kartik Goyal and Pratham K Sharma steadied the ship. The Super Senior Kings posted 114 runs on the board with Kartik Goyal top scoring with 64 runs. From the Master Mentors XI, Dr. Ankit Sharma and Dr. Sahil Koul bowled extremely well which made sure that the students did not post a huge total.

In response, the Master Mentors XI posted 93 runs in their 10 overs for the loss of 5 wickets. Rakesh, Dr. Ashish Verma, and Dr. Ankit Sharma made handy contributions and for the students, Vivek Budhiraja and Kartik Goyal took 2 wickets each.

Eventually, the Super Senior Kings won the match by 21 runs, and Kartik Goyal was declared the Player of the Match. Dr. Ankit Sharma was adjudged the best player from the Master Mentors XI. This event was an 16 overwhelming success and it was the one which helped break the monotony of the everyday college life time immemorial.

# Forest Conservation and Role of Women by Ms. Meera Sharma(IFS)



A guest lecture was organised on 22 April, 2022 on the concerns of the preservation of the earth and the environment as it is the noblest of deeds humanity to indulge into. Dean, VSJMC, Prof. (Dr.) Charu Lata Singh conveyed the students that with this thought in our hearts and actions, Vivekananda School of Journalism and Mass Communication commemorated The International Mother Earth Day by organizing a special seminar on an online platform to pledge support towards causes that help conserve the earth. To mark this occasion, Mrs. Meera Sharma an IFS officer, working as the Chief Conservator of forests at GHNP Kullu, was invited as the guest speaker to enlighten participants on the pertinent need to invest in the earth. Dean VSJMC welcomed the guest and appreciated her efforts for working for mother Earth.

Mrs. Sharma highlighted the role of women in forest conservation and touched upon important areas related to her topic. The session also included the studies on the diversity of forests like temperate, tropical, and boreal. Also, considering how the collection of forest products meets subsistence requirements to augment the family's income is generally the responsibility of women. Different movements were also mentioned on Forest conservation and its impact from then to now.

During the course of the event, the honourable dean of the Vivekananda School of Journalism and Mass Communication highlighted the achievements of the erstwhile batch mate of her endeavours in the field of environmental conservation while marking the importance of earth day by enlightening curious and young minds towards environmental conservation. Professor Sidharth Mishra, Chairperson of VSJMC also added to the context and gave his valuable remarks. The event was successfully concluded by felicitating the guest speaker by a vote of thanks and acknowledgement by the Vivekananda school of journalism and mass communication.

The faculty coordinator of the session was Dr. Vaishali Billa, Dr Aneela Tahilramani and Mr. Anurag Gupta. A total number of 35 interested students attended the event who are working on the same area.



# Session on Preparation for Higher Education

**VIVEKANANDA SCHOOL OF JOURNALISM AND MASS COMMUNICATION**  
**VIVEKANANDA INSTITUTE OF PROFESSIONAL STUDIES**  
Accredited Grade "A" by NAAC, Recognized under Section 2(f) of UGC,  
Affiliated to Guru Gobind Singh Indraprastha University (GGSIPU), Recognized by the Bar Council of India (BCI),  
Approved by All India Council of Technical Education (AICTE).

presents  
**Session on**  
**Preparation for higher education in India**

**Date: 9th April 2022**  
**Time: 11:00 am onwards**  
**Platform: Zoom**



**Anusua Ganguly**  
Jamia Milia Islamia

**Nandini Pal**  
IIMC

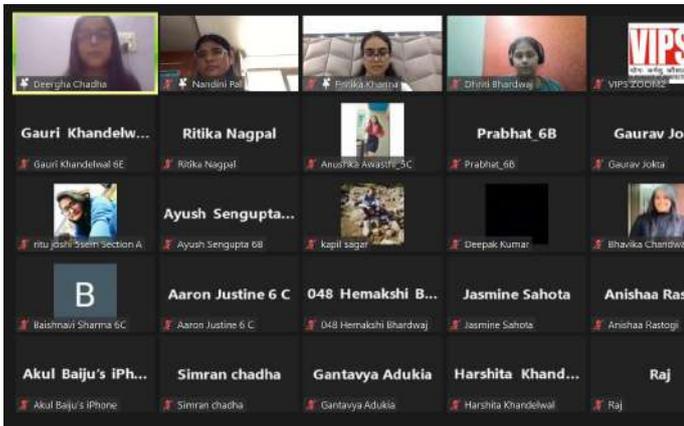
**Nandini Gupta**  
IIM, Sirmaur

**Pritika Khanna**  
St. Xavier's College,  
Mumbai

**VSJMC Placement and Counseling Committee**

Prof. Dr. Charu Lata Singh,  
Dean, VSJMC

Prof. Sidharth Mishra,  
Chairperson, VSJMC, VSIT VRC



The session on 9th April, 2022 commenced with the warm welcome of the three speakers. The three speakers were the alumni of VSJMC, Vivekananda Institute of Professional Studies.

Nandani Pal, PGD in Advertising and Public Relations from IIMC, New Delhi working in NTPC Ltd, as Corporate communication Executive; Pritika Khanna, MA in Advertising and Marketing from St. Xavier's Institute of Communication, Mumbai; and Anusua Ganguly, MA in Conflict Resolution and PeaceBuilding from Nelson Mandela Centre for Peace, Jama Milai Institute. Nandini Pal discussed how she took a gap year before going to IIMC and did a job in social media marketing and was connected with Hindustan. And then how theirs was the first online batch due to COVID-19. She then described about IIMC's demands of creativity and its entrance exam that one should be well equipped with the current affairs and different campaigns of advertisement field. For the preparation, she told to go through previous year papers and scroll through Google about the material related to the course you are aspiring for. Second speaker was Pritika Khanna. She started with how doing Master's from India is so beneficial and told about different diploma courses offered by Xaviers. She then described about how the college demands creative perspective. For preparation of the entrance exam, she told to follow different advertising social media pages and read about different brands. Anusua Ganguly discussed how to decide your right fit course and decide accordingly. She also discussed about the pattern of the entrance exam and how the application process is different in Jamia and JNU. After the speakers' explanations the session was followed by a Question and Answer session where different questions related to masters were answered. The session was concluded by the remarks of Dr. Praveen Kumar Singh.



# Human Library 'From Lock to Unlock'

**VIPS**  
Vivekananda Institute of Professional Studies  
VIPS is affiliated to Guru Gobind Singh Indraprastha University (GGSIPU) recognized by Bar Council of India (BCI) and approved by All India Council of Technical Education (AICTE).

Vivekananda School of Journalism & Mass Communication organizes



**"FROM LOCK TO UNLOCK"**  
HUMAN LIBRARY

A Safe Space where you build cohesive and natural relations through conversations and understanding. Come Join us in this enriching experience.



SCAN TO KNOW MORE!

BECOME A BOOK AND SHARE YOUR STORIES OR JOIN US AS A READER & LISTEN TO STORIES!

Faculty Coordinator  
Dr. Mona Gupta (9899494891)

Student Coordinators  
Ishita Jain (9818059179)  
Ishan Singh (8572970513)  
Arjun Mishra (8957192419)

**25TH APRIL, 2022  
12 PM ONWARDS  
BLOCK B, 4TH FLOOR  
LIBRARY**

\*All participants must adhere to the rules and regulations of the event.



Mr. Suneet Vats ,Vice Chairman, VIPS participating in Human Library Session

Vivekananda School of Journalism and Mass Communication organized a Library event, 'Lock to Unlock' on 25th April, 2022 from 12 pm to 5 pm in the library. It was initiated by second year students namely Ishita Jain, Ishan Singh and Arjun Mishra under the guidance of their faculty coordinator, Dr. Mona Gupta.

A Human Library is an environment where people who want to share their experiences, become books and the ones who are intrigued to listen become readers.

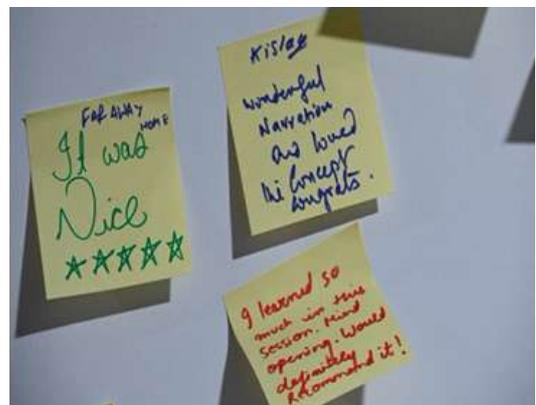
Students could either register themselves online as books or become on-the-spot books by registering themselves during the event. The number of books catapulted as did the number of readers. As part of the code of conduct and decorum, each reader had a time constraint of fifteen minutes and was allowed to have a maximum of five readers. This was ensured by observers who helped conduct the event in a proper manner.

One of the books, Kislay Bhardwaj, second year student pursuing journalism and mass communication, was titled 'The Great Indian Obsession – Why was I almost an engineer?' wherein he talked about Indian parents' obsession with IITs and deceiving their children into believing that "IIT = Dharti Par Jannat." He elucidated on how he couldn't get into India's top IITs despite being extraordinarily intelligent and ended up stealthily taking a whack at journalism and mass communication entrances. Other stories were equally immersing like 'A life too sweet' that talked about a life of a Type 1 diabetic and how it is to live with the disease knowing that it doesn't have a cure.

The event also saw Mr. Suneet Vats, Vice Chairman, VIPS as one of the readers and Mr. Sidharth Mishra, Professor-Chairperson, Vivekananda School of Journalism & Mass Communication, as one of the books titled, 'Encyclopaedia' wherein he mentioned a quote 'When the bridge comes, I shall cross it,' a mantra that has helped him tread the path of life from being an English Honours student at Delhi University to being the Chairperson of VIPS and a leading English newspaper columnist. Prof. Charu Lata, Dean, VSJMC also participated as reader.

Feedback was collected once the readers read as many stories as they wished. Everybody who was part of the event liked the idea of converting the library into a dainty corner where people could share and receive knowledge with strangers and create an amiable environment by wiring their experiences into a story and sharing the same.

It acted like catharsis for many as the majority of feedback emphasized the need to conduct a Human Library more often. "It was the first time I interacted with people from our college," Chhavi Bhatt, one of the books said. Dr. Mona Gupta concluded the event, along with the core team members, with a thought of organizing more such events that cultivate intriguing interaction among students.



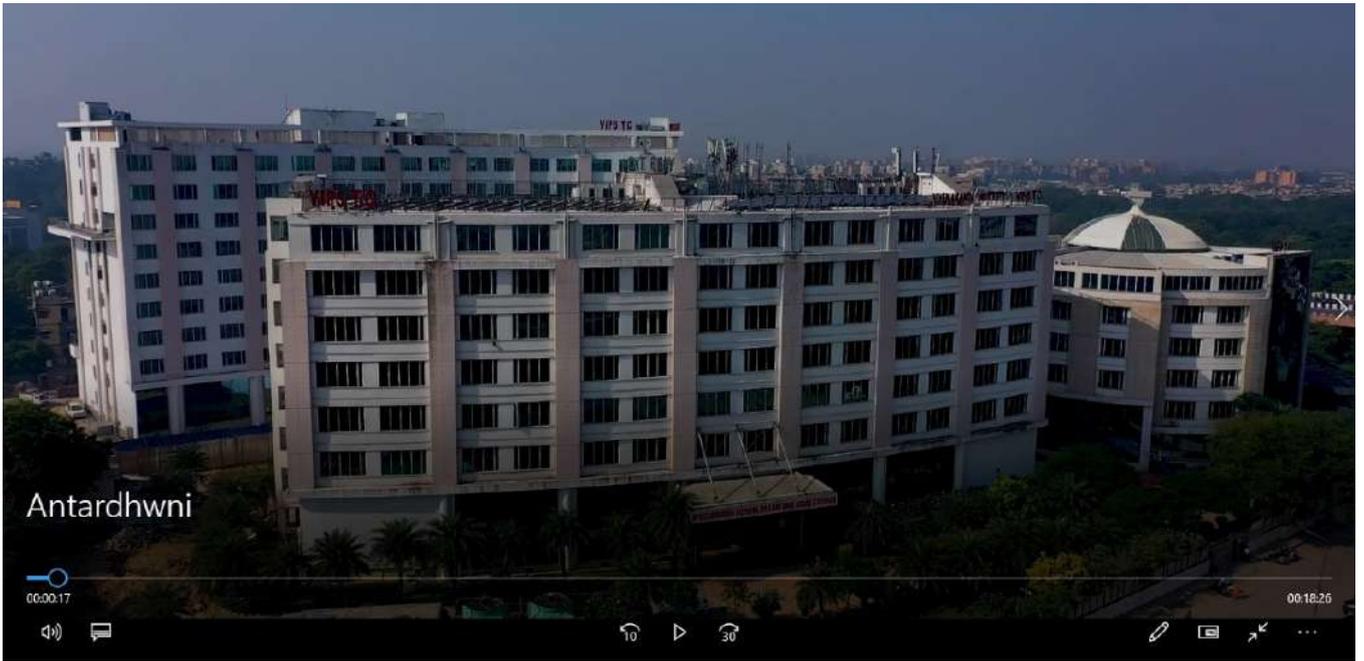
Human library: From Lock to Unlock



# A Documentary Film

# अंतरध्वनि

## Journey of 21 Years of Institutional Building of VIPS



On 26th April, 2022, a documentary film was screened at the Vivekananda Institute of Professional Studies which was researched, directed, and produced by the VSJMC department under the supervision of Prof. (Dr.) Charu Lata Singh. Dr. Singh said, 'as the subject is so close to our hearts and we were passionate about making a documentary on 21 years of Legacy of VIPS.'

The filmmakers have been part of the journey of VIPS for almost 14 to 18 years. They have grown with the growth of the institute. The team did a lot of digging and followed leads and gathered facts to scripted the evolution of VIPS . Some of the gems of the story were buried deep out of sight.

The journey of 21 years of institutional were build in an inspiring story.



# Uddan: A Community Engagement Session

**VIPS** Vivekananda Institute of Professional Studies  
Vivekananda School of Journalism and Mass Communication  
Organises  
Extension Activity in collaboration with  
Enlightened Kumud Trust  
**UDAAN**  
A Community Engagement Event  
Date: 26 April 2022 Time: 1 P.M. onwards  
Venue: VIPS B Block Auditorium

Faculty Coordinator  
Dr. Ramesh Kumar Sharma  
Event Coordinator  
Ramya Raturi

Prof. (Dr.) Charu Lata Singh  
Dean, VSJMC  
Prof. Siddharth Mishra  
Chairperson, VSJMC, VSIT, VRC

Udaan a community engagement event of VSJMC was organised on the 26th April, 2022. Udaan was organized as CSR Activity under the VSJMC in collaboration with Enlightened Kumud Trust, (NGO) with the motive of community welfare under which people serve underprivileged students from the underprivileged sections of society by proving stage for their talents and entertaining and spending a day full of joys and memories with in order to educate and enlighten them through organizing an extravagant event for them to get them on the limelight for showcasing their talent.

People educate them by serving in their NGO for a considerable amount of time before the event by organizing various activities like educational, awareness, personality development etc. for them and proving them with basic amenities like food, clothes, sanitary items, books, and stationery etc.

Through Udaan VSJMC department, VIPS wanted to take an initiative toward underprivileged children by providing them the stage and opportunity to showcase and flourish their talents.

The institute helped them economically and supported their home chocolate brand to help them generate some income for the betterment of the children. The session was organised by Dr. Ramesh Kumar Sharma.



# Inter-Departmental Ad-mad Competition “Vigyapun”

**VIVEKANANDA INSTITUTE OF PROFESSIONAL STUDIES- TECHNICAL CAMPUS**  
Accredited Grade 'A' by (NAAC) an ISO 9001:2015 certified, affiliated to Guru Gobind Singh  
Indraprastha University Recognised by Bar Council of India, Approved by AICTE

**VIVEKANANDA SCHOOL OF JOURNALISM & MASS COMMUNICATION**  
Invites you to

**vigyapun**

INTER-DEPARTMENTAL AD-MAD COMPETITION

DATE  
**April 27, 2022**

TIME  
**2:00 P.M. Onwards**

VENUE  
**CONFERENCE ROOM  
B-BLOCK**

Cash Prizes:  
**1st Position: INR 2000**  
**2nd Position: INR 1000**

**Registration Fee: INR 250**

For any queries, please contact:  
**Student Coordinators**  
Stuti (9992174503)  
Sweta Singh (9460555643)  
Varun Beri (8595412231)

Scan the code to register

**Faculty Coordinator**  
Ms. Neha Pande

**Prof. (Dr) Charu Lata Singh**  
Dean, VSJMC

**Prof. Sidharth Mishra**  
Chairperson, VSJMC, VSIT, VRC

Vivekananda School of Journalism and Mass Communication, organised an inter-departmental Ad-Mad competition, “Vigyapun” on April 22, 2022 in the Conference Room, Block B, VIPS.

The event was graced by Prof. Sidharth Mishra, Chairperson, VSJMC, VSIT & VRC, Prof. (Dr) Charu Lata Singh, Dean, VSJMC and faculty members. 10 teams registered for the event which was judged by Dr Ruchika, Assistant Professor, Vivekananda School of Business Studies and Dr Praveen Kumar Singh, Assistant Professor, Vivekananda School of Journalism and Mass Communication.

The competition comprised two rounds and the participants were judged on various pre-determined parameters; content information, on-stage presence, appeal for the AD, creativity and adherence to the topic. In round one, the teams were given one product each and were asked to create a radio jingle and in round two,



the teams were given products of pre-existing brands and were asked to create a 60 second television commercial (TVC). For this round, each team had to use 2 properties made available by the organisers. For both the rounds, the teams were given 15 minutes to prepare and 2 minutes to present.

After all the teams had performed in both the rounds, they got insights on their work by the jury members and also got the opportunity to listen to remarks by Prof. Sidharth Mishra and Prof. Charu Lata Singh. Prof. Mishra and Prof. Singh appreciated the efforts put in by the participants as well as the organising team.

The jury members announced the results of the competition. Team no 3 (Divya Yadav, Harshita Mishra, Sharanya Juneja, Ankit Chauhan and Akhiya Indoria) secured the first position and was awarded cash prize of Rs.2000 along with certificates. Team no 2 (Rytham Jain, Arpit Arora, Pratham Kaushik, Lavanya Aggarwal and Ahsan Vazir) bagged the second position and was given a cash prize of Rs.1000 along with certificates. Team 8 received special mention from the jury. Certificates were given to all the registered participants.

The event was organised by students of semester IV, VSJMC under the supervision of Ms Neha Pande, Assistant Professor. The organising team was mentored by Prof. Sidharth Mishra and Prof. (Dr) Charu Lata Singh.



# Batch Photograph

## BA(JMC) Batch 2019-22

Batch Photograph of BA(JMC) batch 2019-22 was taken on 29th April, 2022. On this occasion, Vice Chairman, VIPS Mr. Suneet Vats, Prof. Sidharth Mishra, Chairperson VSJMC, and Prof. (Dr.) Charu Lata Singh, Dean, VSJMC along with all the faculty members of VSJMC and final year students of VSJMC were composed in photographic frames. After pandemic, it was a beautiful moment for students to get the pictures with their mentors. All the students enjoyed the moment and collected a lifetime memory as beautiful pictures. This year, separate frames for each section were captured. After batch photograph, students clicked their pictures with faculty members.



Batch photograph 2019-22



6-A



6-B



6-C



6-D



6-E

# SAPLING SELFIE



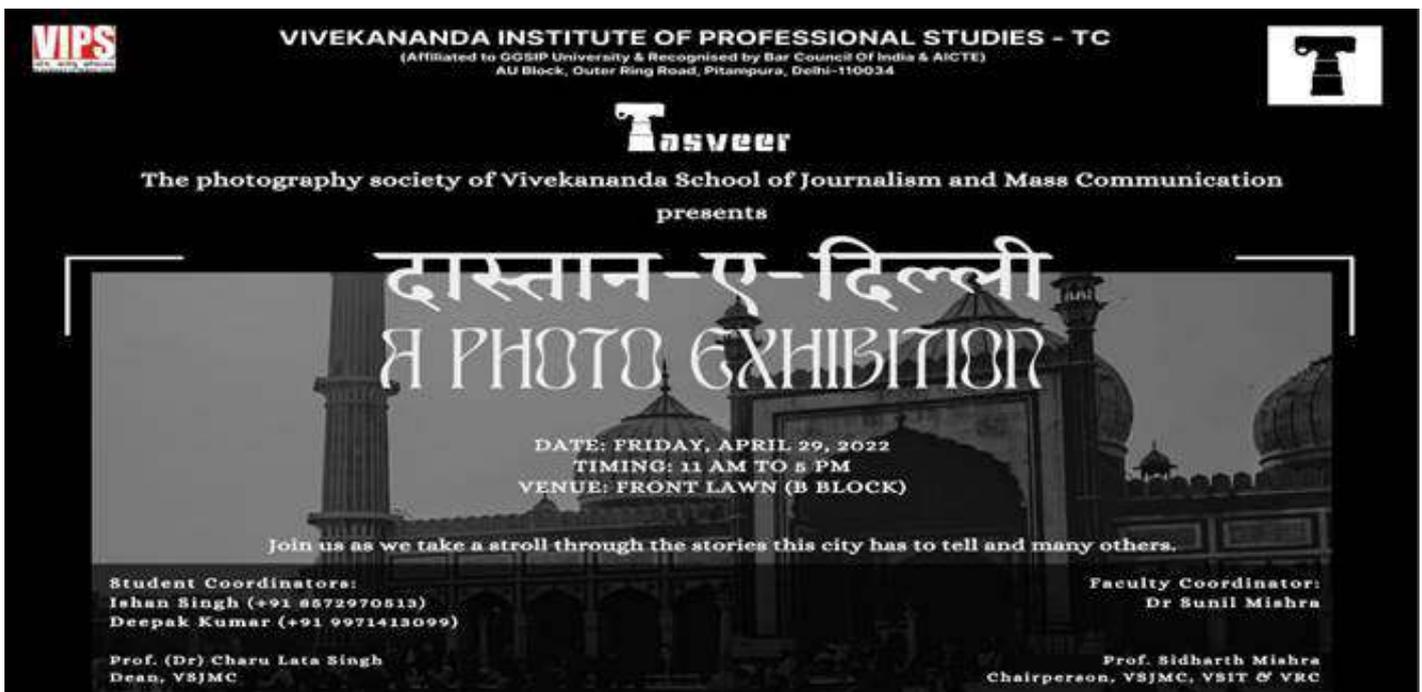
Plants are an integral part of our lives and every step we take towards protecting and conserving it matters. With the same thought in mind, Plastic is Drastic organized 'Sapling Selfie', a plantation drive and awareness activity. The participants had to plant a sapling and click a selfie or photo with the sapling. The plantation drive was open to all the students of VIPS and the participants would receive certificates after the activity. The participants were asked to register themselves and pay a registration fee of Rs 50 through Google Pay or Paytm. After registration, the participants were added to a Whatsapp group for further communication.

The saplings were distributed to all the participants on 27th April 2022. The saplings were distributed by Prof. Dr. Charu Lata Singh, Dean VSJMC and Dr. Aneela Tahil Ramani, Assistant Professor VSJMC. The participants were later asked to click a selfie while planting the sapling and upload it in the Google Form by 3rd May 2022. Accordingly, the participants were to be felicitated with certificates on 23rd May 2022.

# TASVEER

## Photo Exhibition

### Dastaan-e-Dilli: A Celebration of Stories and Storytellers of Delhi



**VIPS**  
VIVEKANANDA INSTITUTE OF PROFESSIONAL STUDIES - TC  
(Affiliated to GGSIP University & Recognised by Bar Council Of India & AICTE)  
AU Block, Outer Ring Road, Pitampura, Delhi-110034

**Tasveer**  
The photography society of Vivekananda School of Journalism and Mass Communication  
presents

**दास्तान-ए-दिल्ली**  
**A PHOTO EXHIBITION**

DATE: FRIDAY, APRIL 29, 2022  
TIMING: 11 AM TO 5 PM  
VENUE: FRONT LAWN (B BLOCK)

Join us as we take a stroll through the stories this city has to tell and many others.

**Student Coordinators:**  
Ishan Singh (+91 8872970513)  
Deepak Kumar (+91 9971413099)

**Faculty Coordinator:**  
Dr Sunil Mishra

**Prof. (Dr) Charu Lata Singh**  
Dean, VSJMC

**Prof. Sidharth Mishra**  
Chairperson, VSJMC, VSIT & VRC

The photo exhibition was an initiative organized by the members of Tasveer society to bring the essence of Delhi to the heart of our college's campus by showcasing photographs of our members and their perspective of how they see Dilli in the contemporary times. With a huge success to our previous Tasveer Booth'21 we decided to have an instant photobooth for the students and not only students but our faculty too enjoyed being a part of the exhibition and got their instant photographs clicked with different kinds of props with Creative quotes. Our motive was to capture smiles and great experience of students after a walk around the exhibition experiencing the stories of Delhi through our pictures.



The students of Journalism and Mass Communication also gave tribute to India's first female photojournalist Ms. Homai Vyarawala and to her inspiring work in the field of Journalism.

Professor Dr. Charulata Singh, Dean of VSJMC, and other faculty members also paid a visit to the tasveerbooth and had their photos taken there.

Towards the end, Chairperson of VSJMC, Prof. Sidharth Mishra also paid a visit at the exhibition and along with the Dean facilitated the Seniors of Tasveer with a certificate and a Memento. It was followed by a cake cutting ceremony after which the new leadership of Tasveer was announced. Dr. Sunil Mishra announced that Ishan Singh and Palash Vashishth will take on the roles of heads in Tasveer.



# Ehsaas Bharat Ka'22



**VIPS**  
VIVEKANANDA INSTITUTE OF PROFESSIONAL STUDIES TECHNICAL CAMPUS  
ACCREDITED GRADE "A" BY NAAC RECOGNIZED UNDER SECTION 2(F) OF UGC.  
ISO 9001:2015 CERTIFIED INSTITUTION  
AFFILIATED TO BGSIPU, RECOGNIZED BY BAR COUNCIL OF INDIA, APPROVED BY AICTE

**VIVEKANANDA SCHOOL OF JOURNALISM AND MASS COMMUNICATION**

invites you to

## Art Exhibition

ON  
**EHSAAS BHARAT KA'22**

Date: 29 April 2022  
Time: 12:30 pm to 4:30 pm  
Venue: Basketball court area (between A and B block)

**FOR MORE INFORMATION CONTACT:**

**TEJAL PADAM: 8448266038**  
**DHRITI WADHWA: 8802205828**  
**PALAK RATRA: 8527580402**

**FACULTY COORDINATORS:**  
MS. BHUMIKA CHANDOLA  
DR. ATUL UPADHYAY

**PROF. (DR.) CHARULATA SINGH**  
DEAN, VSJMC

**PROF. SIDHARTH MISHRA**  
CHAIRPERSON, VSJMC, VSJT AND VRC

In the era of modernization and westernization, it is important to get attached to our roots and culture. On April 29, 2022, the students of VSJMC organized "EHSAAS BHARAT KA", a day dedicated to the artisans and handicraft workers of India at Vivekananda Institute of Professional Studies- Technical Campus.

The event was a means to acknowledge the hard work of the handloom industry of India and the countless skilled workers associated with it.

Along with promoting the handicraft and the culture of our country, the day also aimed at supporting and promoting start-up initiatives by the students of VIPS. We had a total of four start-up stalls which were set up on the day of the event with various items on display and sale, like hand-painted t-shirts, polymer clay jewellery, resin pendants and bookmarks, handmade gift items etc.

Dean, Prof. Dr. Charulata Singh, along with other faculty and students, graced the event with their presence at the stalls and appreciated the efforts and the initiatives of the students.

For the stalls set up on the day of the event, registration forms were circulated in the college so that whoever wants to showcase and promote their small

business or start-up can register and gain more following and appraisal for their initiatives.

Since we were supporting the handicrafts industry and the artisans of India, everyone was dressed in ethnic attire; girls in suits and sarees, and boys in kurta pyjamas.

There was also a photo exhibition and a photo booth set up by 'TASVEER', the photography society of VSJMC, depicting the heritage and culture of India.

All planning and execution of the event was done under the constant guidance and support of the faculty coordinators and the dean.

At the initial planning stage of the event, all details of the event were laid out; when, where and how the event will take place, what all will be included, what benefit will it do to the institute and the students, etc. After that, the required approvals for the event, which included the permission for the venue, the budget, the poster, etc. were taken.

The organizing team, Dhriti Wadhwa, Tejal Padam and Palak Ratra, put in great efforts to organize the event and it all came together very well. Faculty Coordinators were Ms. Bhumika Chandola, Dr. Atul Upadhyay

# ‘MANTHAN’

## Orientation Session of Manthan, 2022

The orientation session started with a formal introduction of the society by the core team. The new entrants were informed of the activities that the society holds and the kinds of events and competitions, Manthan organizes. The core team highlighted the fact that how beneficial and progressive it is to be a part of such a place, where thoughts and ideas are exchanged regularly. Calling it a healthy sphere, the team further elaborated the importance of certifications that they receive from such societies and events that it holds.

After the details about the society were shared, the team moved on and the members were asked to introduce themselves while indulging in a fun activity. After the introductions, there was a discussion on the genres all are interested in to understand the new members better. Following this little discussion, the floor was made open for informal discussions so that the members get to know each other better and can start establishing an understanding.



### Discussion Session

**THBT superhuman abilities will do more harm than good.**

This society discussion was held on 4th February 2022 from 4:00 PM – 5:30 PM. The session was moderated by Dhriti Bhardawaj and three others. The motion for the discussion was “THBT superhuman abilities will do more harm than good”. While making the introductory statements the participants cleared their stance on the topic and the majority was in favour of the motion. Points about no human being given any power as it corrupts were made, as well as examples of Ussain Bolt and Elon Musk were included, to which some objected against too. All in all the house sustained its stand so it was concluded in the meeting that Superhuman abilities will indeed bring more harm than good. Lastly, the members presented their concluding remarks as their final stance on the topic at hand, post which the discussion came to an end.



## Discussion Session

### Credibility of News on Social Media

Social media has proved to be a very useful tool ever since it came into effect. It has powers that people in early centuries could only dream of. At first it was used to connect with friends and make new contacts, but as the time passed by, it became something else. News sharing became a new activity on social media platforms giving rise to the easy spread of stories that once took hours to reach to people. This increased the spread of misinformation and fake news. Although all the news on social media is not fake, it cannot be trusted easily if it doesn't have some reliable sources or official statements attached to it. To discuss how reliable and credible the news on social media is, a focused group discussion was held.



Ms. Pratibha Rai, a Phd Scholar who is conducting research on the topic, organized this focused group discussion with the students of Manthan. The discussion was divided into 3 sessions, starting from the basic idea down to the credibility of the news one consumes, to the role of sources and fact checking and lastly a comparison between traditional mediums and social media was drawn.

At the end Ms Pratiba Rai delivered a vote of thanks and acknowledged the presence of the participants.

## Discussion Session

### Passion that doesn't monetize is nothing more than a hobby. Is this social perception true?

This society discussion was held on 4th February 2022 from 4:00 PM – 5:30 PM. Deergha Chadha and Sachin Sharma moderated the discussion. Apart from them, 7 other members joined the discussion. The motion for the discussion was “Passion that doesn't monetize is nothing more than a hobby – Is this social perception true?”. The discussion began with an argument against the motion which made the discussion progress to the members disagreeing with the social perception. As the discussion moved forward, multiple passions were discussed by the house. This discussion led to the concept of passive income and hence, agreed that passions are potentially monetized, unlike their hobbies. Finally, the members presented their concluding remarks as their final stance on the topic at hand, post which the discussion came to an end.



## Discussion Session

### Is Identity Politics a tool of empowerment or a path to social division?

This society discussion was held on 12th February 2022. Dhriti Bhardwaj moderated the discussion. Apart from her, 10 other individuals joined the discussion. The motion for the discussion was “Is Identity Politics a tool of empowerment or a path to social division. Identity politics is a political approach wherein people of a particular gender, religion, race, social background, social class, environmental, or other identifying factors, develop political agendas that are based upon these identities. Such groups often have support from allies outside the respective identity groups. The term is used in a variety of ways to describe phenomena as diverse as multiculturalism, women's movements, civil rights, lesbian and gay movements, and regional separatist movements. To deliberate further on this Manthan organized an intra departmental discussion for understanding the further the common beliefs on the idea of identity politics being a tool to bring people together to separate them further. It is somewhat argued that by talking about someone's backward identity actually help them to get upliftment but the data says otherwise, and indicates that the backward individuals never gets the upliftment they were promised. So, the conclusion of the session was unanimous that Identity politics is definitely a path towards social division across different individuals rather than being a tool for empowerment.

## Discussion Session

### With a new world order emerging, are traditional diplomatic institutions like the UN failing to cope up?



The second session of Colloquy was held February 25, 2022. The discussion began by talking about the changing environment of the world and the inability of the UN to perform as well as it is supposed to. Then, it led to the talk about the role of US in the Russian-Ukrainian War. The discussion led to an agreement that there needs to be a revamp within the structure of the UN. Dr. Sahil Koul then talked about the league of nations and the journey of the league to nothingness and raised an important question on whether the UN will go down the same road, and added to Khushi's point of UN being an organization that can't form rules due to conflict of interest but rather can only provide a space for talks. The floor was then open for concluding statements in which key points about there being some sanctions for breaking agreements like the Paris climate agreement by the UN on countries were discussed. Everyone said their concluding remarks and the moderators finished off the discussion by thanking the participants for being a part of the discussion. The session was then concluded with a vote of thanks.



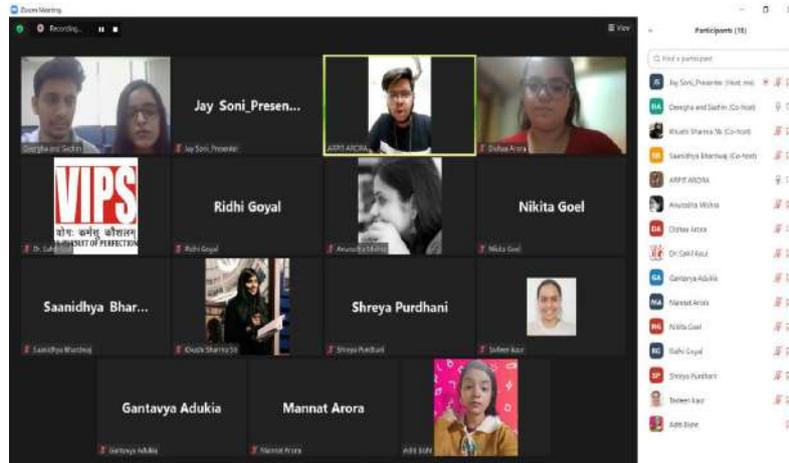
## Discussion Session

### This house believes that idealist choose to find peace and ignorance.

The intra societal discussion for this semester was held on April 16, 2022. Dhriti Bhardwaj and Khushi Sharma moderated the discussion. 6 members joined the discussion. The topic for the discussion was “This house believes that idealist choose to find peace and ignorance” The format for the debate was conventional debating. Aviyukta, Aditi and Ridhi decided to speak against the motion. Mannat, Dhriti and Sneha choose to speak for the motion. Every speaker will be allowed 120 seconds to speak. The Discussion started from the belief that idealism stands different from reality and, he believed that Idealism stands different from reality and revolves around the community guided by the principles and ethics, which then led to the idea of not finding idealist ignorance in peace. The session then moved towards the group discussion, where every participant put forward their points by elaborating their opening statement in many different ways.

Manthan, the debating society of the department of journalism and mass communication organized the first round extempore of the competition ‘Tark- Vitark’ online in collaboration with S.S Rana and company. It was an inter college competition where the topics varied. Every participant was given precisely 2 minutes to prepare. The competition began with a welcome of the judges – Dr Sahil Koul and Anuradha Mishra who are the faculty coordinators of the society and also have made significant academic contributions to the world of media studies and mass communication. The moderators then proceeded the event by briefing the participants about the rules of the competition.





The first participant who was assigned the topic of feminism clearly explained about its ideas, followed by many participants giving honest examples for the concept of realism and idealism. The Russian-Ukrainian war was also very talked about as well as how abortion is a basic human right. After a short 10 minute break, participants discussed about Hindi as a national language and socialism and welfare and lastly, the topic of cultural imperialism was vastly discussed. It was indeed astounding to see how participants delivered speeches with zeal. The first round concluded with a success and an announcement of the results to be conveyed later that day



*“You don’t win a debate by suppressing discussion; you win it with a better argument.”*



## Inter College Competition: Tark- Vitark

Manthan, the debating society of the department of journalism and mass communication organized the second round of the competition 'Tark- Vitark' offline in collaboration with S.S Rana and company. It was an inter college competition where the topic for the debate was Uniform Civil Code. In this, Members will be allotted specific roles in two teams, which are Government and Opposition. Each participant will get 7 minutes to speak. The first statement was given describing the Uniform Civil Code with examples, after which the moderator intervened and gave instructions regarding the debate. The opposition created an intense debate about the UCC not meaning to affect the harmony of the country. Afterwards discussing UCC and women it got concluded that UCC supports women, but does not convince the target audience and you cannot convince the entire target audience. They discussed major issues like the ones of feminism as well as talked about the directive principles of state policy.

The government whip stated his viewpoint that "Law and order are medicine of political body. UCC promote single law and treats equally. Directive principles of state policy is also important. It is nowhere mentioned that Directive principles of state policy is below. Directive principles of state policy are important though not enforceable but are important. In articles 44 "every state should not discriminate on grounds of race, religion, caste, sex, etc." Also on the point of uniformity, the Shah Bano Begum case in 1985 in which the UCC bill was said to be integral. Discussing the disadvantages of Article 44, the participant described the difficulty in practical implementation, minorities against the article, article 44 replacing the personal choices, and lastly violation of fundamental rights. The results were announced post the session. Top three participants were awarded by the judges and faculty coordinators. It was indeed astounding to see how participants delivered opinions with zeal. The second round concluded with a success.



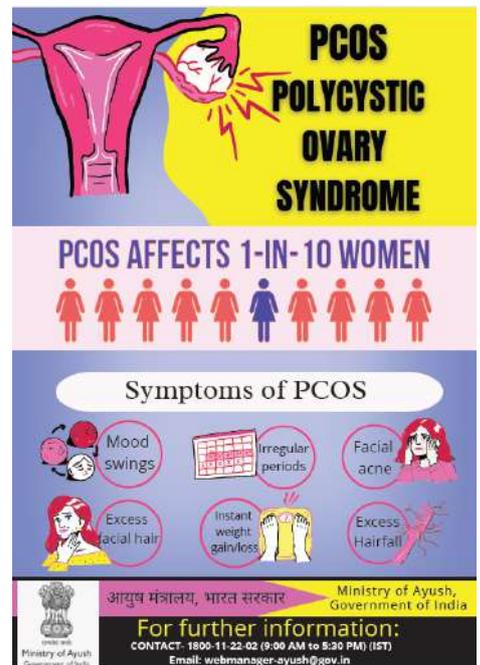
Team Manthan and Participants



# Poster Making Competition on the Occasion of 'World Environment Day'

An Intra college poster making competition was organized by Vivekananda School of Journalism and Mass Communication, Vivekananda Institute of Professional Studies as a part of Health Communication Elective subject on the Occasion of the World Environment Day, 5th June 2022, and for Reproductive Health Awareness. Dr. Tahzeeb Fatma, Assistant Professor VSJMC, was the faculty coordinator for the competition.

The idea behind the competition was to give students a practical experience in poster making which is an important tool for communicating information related to health and raise health awareness in Information, Education Communication (IEC) and Behaviour Change Communication (BCC), both significant campaign strategies for health communication. The competition was also to stoke creativity among the students to help communicate about health and environment. The topic for the competition was Environment and Health and Reproductive Health Awareness a significant issue that requires the use communication to raise awareness to fight against pollutants and diminishing state of environment and its effects on health, as well as various issues, taboos and stigma related to reproductive health. The objective was to use persuasive power of communication to influence people towards better health choices. The competition received enthusiastic participation from students who made poster. A total of 50 students participated in the competition. The top three winners were, Sana Srivastava securing the first position, Sarthak Bansal who secured the second position and Archi Goel who secured the third position.



# Poster Exhibition on “Women Journalists and Threats” and “Social Responsibility of Press”



Vivekananda School of Journalism and Mass Communication Organized an exhibition of posters on “Women Journalists and Threats” and “Social Responsibility of Press”, by the students of class 2A and 2C, under the guidance of Dr. Anuradha Mishra.

“Winners for Poster on “Social Responsibility of Press”

1st Position - Anushka Singh-2A; 2nd Position - Sakshi Dhawan 2A; 3rd Position - Sakshi Yadav 2C  
Best Idea - Misha 2C

The winners of the competition were decided by Mr. Ghulam Hussain (Assistant Professor, VSJMC). He appreciated the efforts of all the students.

The exhibition was attended by all the faculty of VSJMC, from other departments, and students of VSJMC and other departments as well. Prof. Dr. Charu Lata Singh, Dean VSJMC and Dr. Siddharth Mishra, Chairperson VSJMC, VSIT, VRC also visited and boosted the confidence and gave some valuable feedback.

There was a feedback section also where many students and teachers gave their feedbacks for the exhibition, participants and coordinators for their hard work and dedication.



Prof. Siddharth Mishra, chairman Vsjmc and Prof. Charu Lata Singh Dean, VSJMC visiting the exhibitions



# Session on Cyber Law and Cyber Security

**VIPS**  
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Accredited Grade "A" by NAAC, Recognized under Section 2(f) of UGC  
Affiliated to Guru Gobind Singh Indraprastha University, Delhi  
AU-Block (Outer Ring Road) Pitampura, Delhi - 110034

**Vivekananda School of Journalism and  
Mass Communication**

**Presents**

A Session on  
**“Cyber Law and Cyber  
Security”**

**Speakers**

  
Prof. Dr. Supriya Madan  
Dean, VSIT

  
Ms. Ritika Chauhan  
Assistant Professor, VSLLS

**Date : June 9, 2022**  
**Venue : Auditorium, Block B**  
**Time : 12pm onwards**

**Faculty Coordinators**

Prof. Dr. Charu Lata Singh    Dr. Anuradha Mishra    Ms. Mrinalini Mehra

Prof. Dr. Charu Lata Singh    Prof. Sidharth Mishra  
Dean, VSJMC    Chairperson, VSJMC, VRC, VSIT

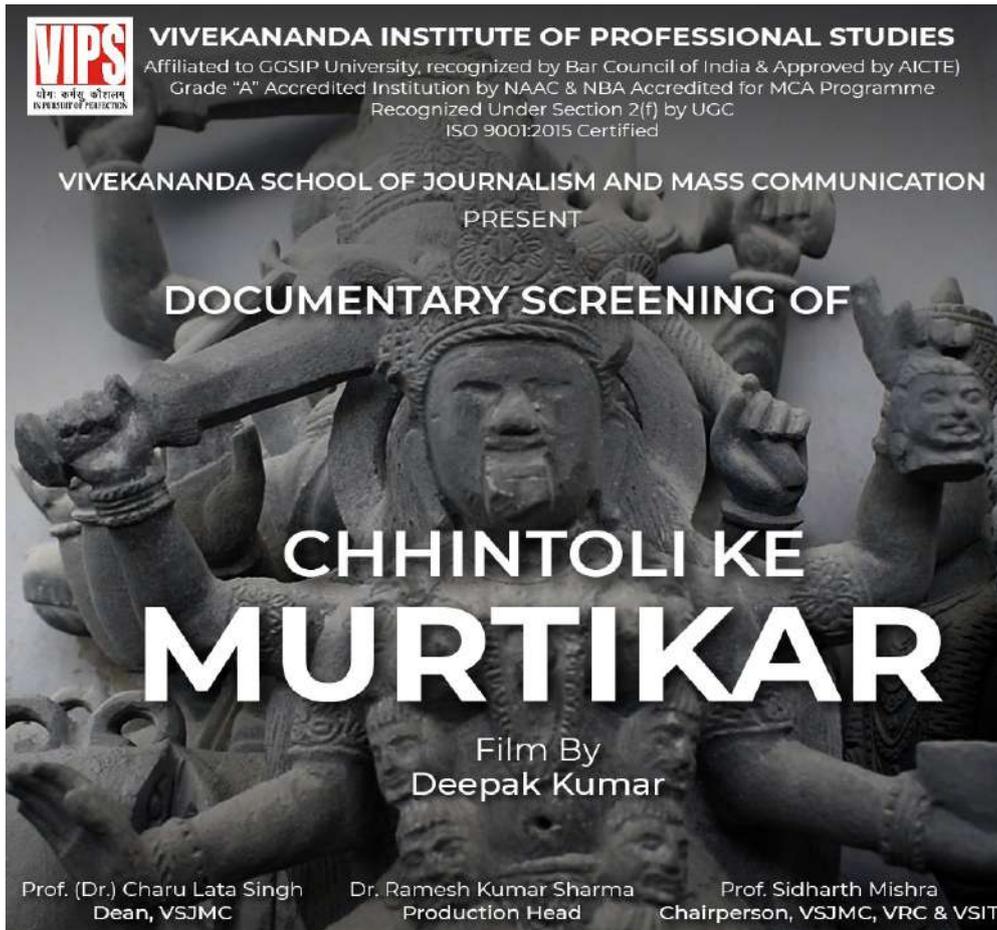
Today we live in a digital world where everything and everyone is interconnected. The technological advancements have changed the way society functions. Be it communication, business or leisure, everything is cybernated and it has made our lives hassle free. All is available just with a click and the globe has adapted to living in innovation. Though we tend to forget that that switching to the virtual world means exposing personal data and important information to unknown parties and we may be at risk of losing a lot. Therefore, there is a need of Cyber Laws and Cyber Security so that we can have a safe experience of the virtual reality.

To create awareness about the Cyber world, the Vivekananda School of Journalism and Mass Communication, VIPS-TC organized a session on “Cyber Law and Cyber Security”. The session was held on June 9 2022 in Auditorium, Block B from 12 pm onwards. Two expert guest speakers Prof. Dr. Supriya Madan (Dean, VSIT) and Ms. Ritika Chauhan (Assistant Professor, VSLLS) were invited to educate the students of Journalism and Mass Communication on the topic.

The session ended with a token of thanks to the guest speakers, Dean VSJMC and all the attendees.



# Film Screening



**VIPS**  
वीमः सर्वसुः कीर्तनम्  
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**VIVEKANANDA SCHOOL OF JOURNALISM AND MASS COMMUNICATION**  
PRESENT

**DOCUMENTARY SCREENING OF**

**CHHINTOLI KE**  
**MURTIKAR**

Film By  
Deepak Kumar

Prof. (Dr.) Charu Lata Singh  
Dean, VSJMC

Dr. Ramesh Kumar Sharma  
Production Head

Prof. Sidharth Mishra  
Chairperson, VSJMC, VRC & VSIT

Vivekananda School of Journalism and Mass Communication held the screening of Chhintoli Ke Murtikar. Chhintoli is village which is about 100km far from Jaipur. This village is special because all the people (100 Families) work as sculptors. In this village people sell the sculptures to big businessmen whose shops are in urban areas in Jaipur etc. Due to less communication about this village, people don't know about this village and its importance because this village is also responsible for the export of sculptures throughout India and also some foreign countries. Which was created by final year student Deepak Kumar. This documentary is based on sculpting culture in India, especially in rural areas of Rajasthan which is also known for its incredible marble designs and sculpture all around the world.

As a Chief guest, Dr. S.C Vats was invited for this documentary. The film started after a brief introduction by Prof. Sidharth Mishra. He talked about the ups and downs while shooting this documentary and how this documentary is dedicated to all the sculptors in India for their hard work and passion. Visuals of Beautiful Rajasthan are shown in this documentary and the visual of how a marble rock is converted into exquisite sculpture with the intense hard work of murtikars is showcased.



# Educational Visit 'Museo Camera' Centre for the Photographic Arts



The Visit to the museum started with a brief introduction to the students and teachers about the museum by Mr. Aditya Arya, founder of the museum to cut down some of their inquisitiveness. In his briefing he talked about the history of photography and technological development in the field. The museum grew out of Mr. Arya's personal collection which includes about 5000+ cameras and other photographic equipment which go back to the 1850s.

It all began in 2009 in his basement and today it is the largest not-for-profit crowd funded Centre for Photographic Arts in South-east Asia. He also mentioned "there is only one rule here, take as many pictures as you can." The visit was organized for the students of 2nd semester.

The visit was scheduled in two slots of two hours for the students of first and second shift, the slots were 10 am – 12 pm and 01 pm - 03 pm respectively.

On the ground floor, as you enter the museum, you see a chandelier made of the oldest Yashica and Hasselblad cameras which as per Mr. Aditya Arya is "The first Chandelier made of cameras in India". Then, moving forward, Journey of Cameras starting from the 1800s has been stated on the walls along with the display of antique cameras and lenses.

You also come across a room known as the 'dark-room' used for developing the negative photographs. Moving to the first floor, photographs at the time of Independence struggle and Queens & Kings of the royal kins were displayed.

Along with the Photographic elements, many ancient artifacts such as the bioscope, gramophones etc. were also displayed.

The gallery also had eye-catching abstract photographs clicked by the photography enthusiasts.

# JASHN-E-TASVEER

## Photo Exhibition and Competition

Vivekananda School of Journalism and Mass Communication Organized a photo exhibition and competition on "JASHN-E-TASVEER", by the students of 2C, under the guidance of Dr. Atul Upadhyay on 7th July, 2022.

Winners for photo exhibition and competition on "JASHN-E-TASVEER" won 1st Position- Raja Verma; 2nd Position - Manya; 3rd Position –Rupanshi

The winners of the competition were decided by all the faculty of VSJMC. They appreciated the efforts of all the students. The exhibition was attended by all the faculty of VSJMC, from other departments (BBA, BCA and B.COM), and students of VSJMC and other departments as well.

Prof. Dr. Charu Lata Singh, Dean VSJMC and Prof. Sidharth Mishra, Chairperson VSJMC, VSIT, VRC visited and boosted the confidence and gave valuable feedback. There was a feedback section where many students and teachers gave their feedbacks for the exhibition, participants and coordinators for their hard work and dedication.

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VIVEKANANDA SCHOOL OF JOURNALISM AND MASS COMMUNICATION  
Presents

**JASHN-E-TASVEER**  
PHOTO EXHIBITION  
AND  
COMPETITION



**DATE: 5th July, 2022 (Tuesday)**  
**TIME: 1:30 p.m.-3:00 p.m.**  
**VENUE: Audio Lab, Block B (2nd Floor)**

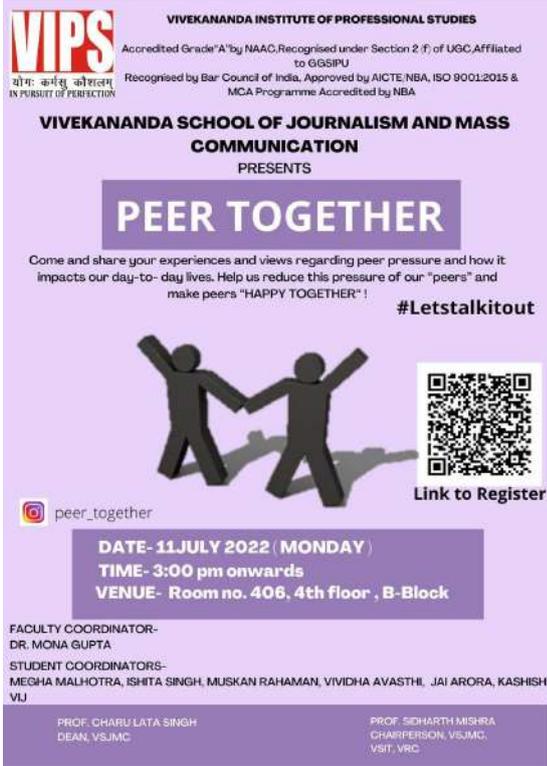
Faculty Coordinator: Dr. Atul Upadhyay  
Student Coordinator: Disha Gupta

Prof. (Dr) Charu Lata Singh  
Dean, VSJMC

Prof. Sidharth Mishra  
Chairperson, VSJMC, VSIT, VRC



# Peer Together Campaign



**VIVEKANANDA INSTITUTE OF PROFESSIONAL STUDIES**  
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**VIVEKANANDA SCHOOL OF JOURNALISM AND MASS COMMUNICATION**  
PRESENTS

## PEER TOGETHER

Come and share your experiences and views regarding peer pressure and how it impacts our day-to-day lives. Help us reduce this pressure of our "peers" and make peers "HAPPY TOGETHER"!  
**#Letstalkitout**

**Link to Register**

**DATE- 11 JULY 2022 (MONDAY)**  
**TIME- 3:00 pm onwards**  
**VENUE- Room no. 406, 4th floor, B-Block**

FACULTY COORDINATOR-  
DR. MONA GUPTA

STUDENT COORDINATORS-  
MEGHA MALHOTRA, ISHITA SINGH, MUSKAN RAHAMAN, VIVIDHA AVASTHI, JAI ARORA, KASHISH VIJ

PROF. CHARU LATA SINGH  
DEAN, VSJMC

PROF. SIDHARTH MISHRA  
CHAIRPERSON, VSJMC,  
VSIT, VRC



Peer Together Campaign was conducted by the VS-JMC students, starting from 7th July, 2022. The Peer Together Campaign was designed to create awareness about the effect of peer pressure on young minds and how to handle them in an academic setting. The target audience were students of Vivekanand Institute of Professional Studies from various department. The campaign was held for a period of five days starting from Thursday, 7th July 2022 till Monday, 11th July 2022.

The first phase of our event was the release of questionnaire which included a set of application-based questions, giving different peer pressure related situation and prompting the participants to choose their response. After the analysis of the survey response, the team came up with fun activity to be organised in the main event. Following this, the team made a number of poster and motivational quotations that were put up within the campus. The Final phase of our campaign was held on Monday, 11th July 2022 within the college campus from 3PM onwards.

A number of students from different department attended the event. The event began with a power point presentation about the peer pressure by the team in which they explained what peer pressure is, its type and how to handle it.

Following this, was our first activity, "Talk It Out" which was named after the tag line of our campaign, #letstalkitout. In this, several team members shared their experience of peer pressure and what they learned from it. The purpose of this activity was to motivate the audience to vocalise their experiences, opinion and stories about their peer pressure. It was indeed jovial to see the huge response received in this activity.

Listening to the various experiences and the views of people held regarding the peer pressure was literally a breath of fresh air as it showed how strong headed the student of this institute are. Leading to the end of the event was yet another exciting activity "Missing Pieces". The missing pieces was a very up-close and personal activity as it gave the participants a movement to introspect and write a letter to their younger self acknowledging the "Pieces" or the parts of themselves which have been unintentionally "Missed" as a consequence of peer pressure.

The event was indeed successful as the participants expressed the same in their feed backs and they went back home with the much-needed awareness from our campaign.

# Book Reading Session



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VIVEKANANDA SCHOOL OF JOURNALISM AND MASS COMMUNICATION

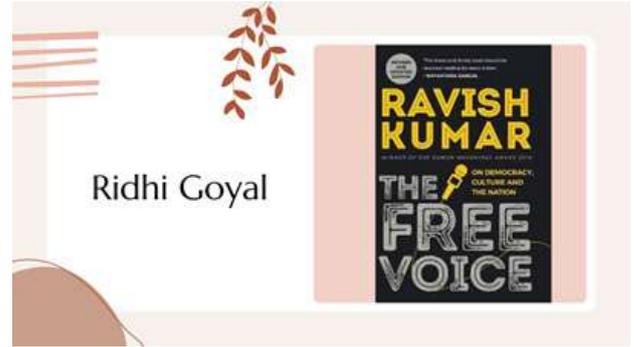
Invites you for a

## BOOK READING SESSION

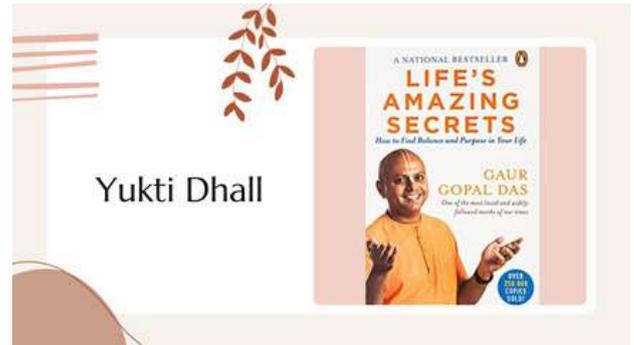


Semester II-C | 11th July, 2022  
Monday | 11:50 am

Faculty Coordinator: Dr. Basinder Rathi  
Student Coordinators: Rishika Singh, Yuvraj Anand, Anjali Rana  
Prof. (Dr.) Charu Lata Singh  
Dean, VJMC  
Prof. Sidharth Mishra  
Chairperson, VJMC, VJIT, VBC



Ridhi Goyal



Yukti Dhall

With the purpose to give students academic exposure beyond curriculum, a book reading session was organised on July 11, 2022 by the students of II C as part of their Print Journalism subject activity. During the commencement of the semester, students were told to read a book either written by a journalist or on Journalism during any period of time. It was an open activity and 18 students submitted their names for the session. The activity was conducted in the classroom only. Students shared their insight of the book and also reviewed the books they had read during the course of the semester. The activity was well perceived by the students. Rishika Sharma, Anjali Rana and Yuvraj were coordinators of the session.



## Significance of the session

There have been a lot of journalist who have made a benchmark through there work. we all know journalist tell us stories from around the world that can make a change in the society, but what is the story of Journalism. There are books that tell us about their experiences, journey and some unheard stories that never made it to the papers.



# Information, Education & Communication Campaign

Laurell K. Hamilton says in her book 'Guilty Pleasures', "There are wounds that never show on the body that are deeper and more hurtful than anything."

Keeping this in view, the students of the department of Journalism and Mass Communication organized an IEC campaign on Post Traumatic Stress Disorder on 6 July 2022, at Vivekananda Institute of Professional Studies, New Delhi. A total of 53 students participated in the campaign. The event welcomed Dr Kajal Tyagi, a counsellor and behavioural therapist, as well as was graced by the presence of Dr Mona Gupta, the faculty coordinator.

The campaign began with an introductory speech by Ananya Gupta from VSJMC, semester II. As past two years have been a roller coaster of emotions for everyone, many people had lost their loved ones, found it difficult to cope up with themselves, or even found themselves trapped at home. Therefore, the agenda behind the campaign was to create awareness about post-traumatic stress disorder and provide a safe space to those who might be suffering through it.

The introductory session was followed by a workshop with Dr Kajal Tyagi, a counselor and behavioural therapist. She began the workshop by talking about how trauma is often confused with stress, and it is not right to use the word 'trauma' casually. "According to American Psychological Association (APA), trauma is an emotional response to a terrible event that happened in past. It does not just affect you mentally but physically as well." Dr Tyagi told. She further talked about the 'fight and flight' response in humans. When an impactful event has happened, people can react in two ways. Either they will fight which means face the situation or they will choose the flight which means to escape from it. Post-traumatic stress disorder (PTSD) is a mental health condition that is triggered by experiencing or witnessing a terrifying event in past. According to Diagnostic and Statistical Manual of Mental Disorders (DSM) criteria, the symptoms must prevail for more than a month for it to qualify as the symptoms of PTSD as not everybody who has faced trauma will experience PTSD. Mentioning the COVID-19 pandemic, she further talked about a new

disorder of 'post covid anxiety or covid anxiety syndrome' which soon will be added to DSM. This disorder is associated with people who have gone through a rough patch and faced some terrifying events during the pandemic which stayed with them, especially the frontline workers.

Further in the workshop, she talked about the treatment for the disorder. There can be two ways to treat PTSD. One is the standard psychotherapy, which is a talk therapy and is solely not effective in most cases. Another is medicine that includes SSRIs and Antidepressants which are essential to calm down the nervous system. The workshop ended with a Question-and-Answer round, wherein students cleared their doubts with the counsellor. "Therapy takes its own pace. It is not possible to treat anyone in a session or two, that would just call for more harm to the patient." Dr Tyagi further added.

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VIVEKANANDA SCHOOL OF JOURNALISM AND MASS COMMUNICATION presents

**“POST TRAUMATIC STRESS DISORDER WHAT IT IS?”**

Post Traumatic Stress Disorder is a mental health condition that's triggered by a terrifying event- either experiencing it or witnessing it.

**Counselling cum Workshop**

Are you having flashbacks or nightmares?  
Been constantly on guard, watchful or easily startled?  
Are you having intense disturbing thoughts about your past experiences?  
Felt numb or detached from people, activities or your surroundings?

SCAN TO REGISTER

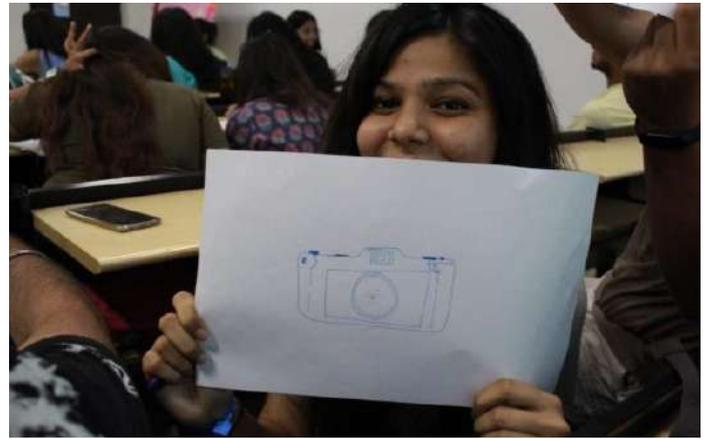
DATE: 6th July 2022  
TIME: 1:30 PM - 3:30 PM

Student Coordinators: Ananya Gupta, Anshika Jain, Deepti Shah, Shashwat Sharma, Vanshika Ahuja.  
Faculty Coordinator: Dr Mona Gupta

PROF. CHARU LATA SINGH  
Dean, VSJMC

PROF. SIDHARTH MISHRA  
Chairperson, VSJMC, VSIT, VRC

www.vips.edu



PTSD workshop organized by VSJMC students

After the workshop, student coordinators and the counsellor conducted two activities, namely—the art therapy and candy to know you. Before beginning with the art therapy, the counsellor asked the participants to close their eyes and relax their nervous system. Later they were asked to imagine their safe space and trace it down on the sheets provided. The second activity was a game called candy to know you, wherein the participants were divided into groups based on the flavor of the candy. Each group was then given a question related to their life. The aim was to provide a safe space for initiating conversations that are difficult to do in normal situations.

The campaign was concluded with a survey containing questions regarding how aware people are about post-traumatic stress disorder and if they need help or therapy. In addition, there was a feedback board for the participants to give their feedback of the campaign. The counselling cum workshop helped people understand of what exactly post-traumatic stress disorder is and all the aspects were covered within the session. The counsellor tried to keep it brief, keeping in view the depreciating attention span of people and technicalities in the subject.

# Open Mic and Book Launch 'Cherubs Don't Drink Tea'



Releasing the book

As human beings, we all have insecurities related to our bodies. No one is satisfied with the way they are, if someone is tall, they say they are so tall and if they are short, they complain they are too short. If they have a dusky complexion they complain about their dark skin and if they have a fair complexion, they say they are too fair.

Keeping in this view the students of the Department of Journalism and Mass Communication organized a book launch of "Cherubs Don't Drink Chai". Under the IEC campaign on Body Dysmorphic Disorder on July 14th, 2022 at Vivekananda Institute of Professional Studies, New Delhi. The event welcomed Prof. Sidharth Mishra and Prof. (Dr.) Charu Lata Singh as well as was graced by the presence of Dr. Mona Gupta, the faculty coordinator.

Everyone seeks perfection since childhood or we can say we are taught to seek perfection. The nursery rhyme "Chubby Cheeks" portrays what a perfect human being looks like. It has been normalized to the point where people pass mean comments about bodies without realizing that it could hurt someone badly and this is what seriously needs to change.

Body dysmorphia is a disorder that occurs around the world. Patients with body dysmorphia believe that they look ugly or deformed, that maybe they have a large and repulsive nose or skin covered in acne. But in reality, they look normal. As a result of their concerns about their appearance, they start losing their confidence and self-esteem, stop wearing their favourite clothes, usually hide from people, and stop socializing. In other words, it affects their mental health and may also suffer from anxiety or depression.

"Cherubs Don't Drink Chai" talks about body dysmorphia. Here, the word "Cherubs" refers to angel babies who usually are recognized as the epitome of perfection. Okay, let's go a decade back when you asked for tea in childhood and someone must have denied saying "don't drink tea or else you'll turn black". This book is a compilation of some real-life experiences and stories of people who have gone through all the insecurities and mockery related to their bodies. Read further to know what individuals with BDD go through, and what are their struggles of overcoming their BDD, and finding love within themselves.

# MargDarshan



Mahatma Gandhi once said “YOU MAY NEVER KNOW WHAT RESULT COME OF YOUR ACTION, BUT IF YOU DO NOTHING THERE WILL BE NO RESULT”

Keeping this in view, the students of VSJMC organized an IEC campaign on cleanliness and hygiene for 3 days 13 July, 14 July, and 15 July 2022, at Haiderpur Village near VIPS, New Delhi. A total of 20 students participated in the campaign. The event welcomed Smt. Bandana Kumari, MLA of Shalimar Bagh. As well as was graced by the presence of Dr. Mona Gupta, the faculty coordinator.

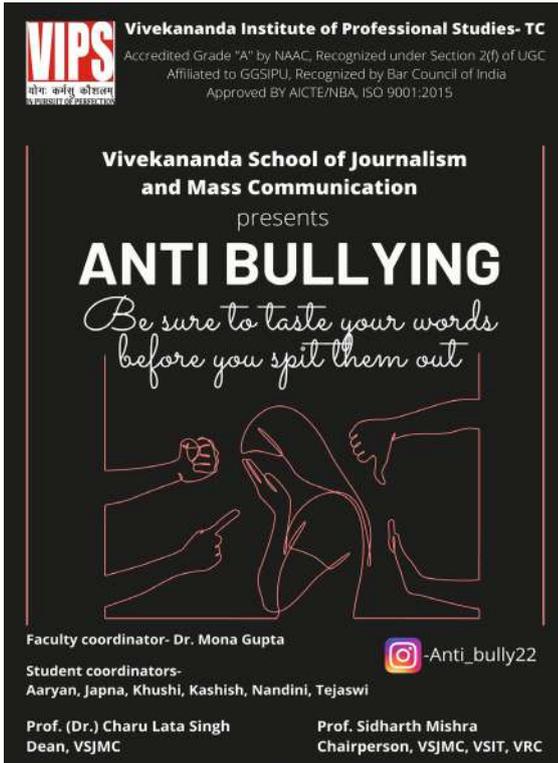
The campaign started on 13th July 2022. On visit 1 we went to Haiderpur Village and spread awareness through posters and distributed masks. we had a one-to-one communication with people living in Haiderpur village, and conducted a survey to understand the lifestyle of people living there and whether the sweepers are working regularly.

While conducting the survey, “we neither have a single dustbin to throw the waste nor another toilet in a nearby locality to use in case of emergency, the women have no other option other than running to open areas.” said Macchli Devi (a resident of Haiderpur) “Sirf note chahie vote vale ko” she added taking a dig at the officials for constant ignorance after several complaints over the frequent arrival of the Municipal Corporation of Delhi van which is the only source for them to throw the garbage. Due to this the parks and open areas are filled with litter leaving them with no other option but to throw it there.

On 14 July 2022, visit 2 we went to the MLA office in Shalimar Bagh and had a one-to-one conversation with Smt. Bandana Kumari regarding the cleanliness conditions of people living in Haiderpur. We discussed the concerns of the people and requested her to make a visit to the village also suggested her to distribute dustbins to every household and take the first step towards a big change.

In response to which on Day 3 that is 15th July 2022 of the campaign, Shri. Bandana Kumari visited the village and addressed the complaints of the people and distributed 100 dustbins to promote hygiene and ensured the daily arrival of the MCD van for easier access to get away with their daily garbage. The people of Haiderpur Village were really happy with the efforts made by the government and took a pledge to keep their surroundings clean from now on and throw the garbage in the dustbin. Overall, the campaign was a success and brought a change in the mindset of people.

# Anti-bullying Campaign



Bullying is a situation where a person, called a bully, verbally or physically threatens or assaults a person, causing the person to feel a real or perceived power imbalance. This campaign is specially for children and teenagers. The current event was organised to sensitize people about how it mentally affects the victims and how one can get away from such situations. One of the main purposes of bullying prevention program is to work to increase the selfconcept of students and improve the school/college climate. The event was organized from 11 July to 18 July

In phase one, the primary research was conducted which involved collecting information and data, about bullying and anti-bullying through books, articles, interviews by experts, blogs etc. Social media platform like Instagram was used to promote the same. Daily posts and stories related to children and teenagers face bullying in school and college. We even informed the people through our campaign that there are laws about anti bullying in India and the children aren't aware about them.

In the phase 2, the IEC material was prepared which helped the team to spread awareness in college campus. Students got to know about in-depth meaning of anti- bullying situations so that the children could stand against bullying.

*“We explain when someone is cruel or acts like a bully,  
you do not stoop to their level.  
Our motto is when they go low, you go high.”  
- Michelle Obama*



# LOGO-NAMA: Logo Design Competition



**VIVEKANANDA INSTITUTE OF PROFESSIONAL STUDIES-TC**  
Accredited Grade "A" Institution by NAAC, Recognized under section 2(f) of UGC Affiliated to Guru Gobind Singh Indraprastha University, Delhi AU-Block Pitampura, Delhi-110034

**VIVEKANANDA SCHOOL OF JOURNALISM AND MASS COMMUNICATION**

Presents

**LOGO-NAMA**

**LOGO DESIGNING COMPETITION**

On the theme

*World Sports Journalists Day*

**Date: 15th July, 2022 (Friday)**  
**Time: 1:30 pm- 3:00 pm**  
**Venue: Room 307 (3rd Floor), Block B**  
**Last Date of submission of entries: 14th July 5 PM**

Faculty Coordinator:  
Dr. Atul Updhyay  
Mr. Abhinav Arohi  
Mr. Ghulam Hussain  
Mr. Anurag Gupta

For more queries  
Student Coordinator:  
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Prof. (Dr.) Charu Lata Singh  
Dean, VSJMC

Prof. Sidharth Mishra  
Chairperson, VSJMC, VSIT, VRC



VSJMC students celebrating World Sports Journalists day with Logo designing competition

Vivekananda School of Journalism and Mass Communication organized a logo designing competition called LOGO-NAMA on the theme 'World Sports Journalists Day' under the guidance of Dr. Atul Upadhyay, on 15th July, 2022. The judging panel consisted of Dr. Atul Upadhyay, Mr. Abhinav Arohi, Mr. Anurag Gupta and Mr. Ghulam Hussain. A total of 24 participants came in. The panel appreciated the efforts of all the students, as well as the presence of the audience.

*“Every great design begins with an even better story.”*  
- Lorinda Mamo

# The Guru 2022: A Felicitation Ceremony Organised by the Brain World



'The Guru 2022' was conducted by Brain World in the distinguished presence of Ms. Reshu Aggarwal, founder of the Brain World on 11th June, 2022 from 11:00 am in Vivekananda Auditorium, Ground floor, B Block, Vivekananda Institute of Professional Studies, Pitampura. The theme of the event was "An insightful Journey of being The Guru." It was a felicitation ceremony to give a tribute to a great Scientist, profounder thinker and motivational speaker, Dr. APJ Abdul Kalam whose rules and regulation and purpose of life become an inspiration for thousands of teachers. This was the 4th edition of 'The Guru', earlier it was conducted in Pune.

The event was managed under the guidance of the Dr. Charu Lata Singh, Professor and Dean, VSJMC, VIPS and Dr. Aneela Tahilramani, Assistant Professor, VSJMC, VIPS. The program was enlightened by the presence of many dignitaries and VIP guests: Dr. Roger Gopaul, Ambassador Trinidad and Tobago, Shree Gaurav Gupta, Chartered president of Lion Delhi Veg Club, Dr. Priyadarshi Nayak, Director Principal Doon group of school founder and chairman.

Dr. Roger Gopaul lit a lamp to mark the beginning of the auspicious day. Around 50+ principals and school heads were gathered to celebrate this propitious event. This was followed by the splendid introductory video of Vivekananda Institute of Professional Studies, an insightful speech and a couple of inspirational thoughts of famous dignitaries. The chief guest then distributed the prizes to honourable School principals. He appreciated the efforts of these beautiful souls, who are doing such a selfless job whole heartily.

The felicitation ceremony was held amidst much joy, cheer and applause as the honourable guest from different fraternity received Achievement Award for Outstanding Leadership. This was followed by the presentation of Super talented awardees and guest of honours. The entire programme was a nice display of discipline by VIP guests, school heads and organizers. The jubilant event was ended with vote of a thanks by the founder of Brain world, Ms. Reshu Aggarwal.

**FACULTY  
PUBLICATIONS AND  
ACCOMPLISHMENTS**

# Book Publications:

S.no	Name of the teacher	Title of the book/chapters published	National / International	Year of publication	ISBN/ISSN number of the proceeding	Affiliating Institute at the time of publication	Name of the publisher
1	Prof Charu Lata Singh	Media and Communication in the New World Order	National	2022	978-93-91870-27-0	VIPS- TC	DPS Publishing House
2	Prof Charu Lata Singh	Revisiting Media Perspectives	National	2022	978-93-91870-35-5	VIPS- TC	DPS Publishing House
3	Prof Charu Lata Singh	Imbibing Human Values and Ethics'	National	2022	978-93-91870-43-0	VIPS- TC	DPS Publishing House
4	Mr. Abhinav Arohi	Revisiting Media Perspectives	National	2022	978-93-91870-35-5	VIPS- TC	DPS Publishing House
5	Dr Chetna Bhatia	Media and Communication in the New World Order	National	2022	978-93-91870-27-0	VIPS- TC	DPS Publishing House
6	Dr Vaishali Billa	Revisiting Media Perspectives	National	2022	978-93-91870-35-5	VIPS- TC	DPS Publishing House
7	Dr Aneela Tahilramani	Analyzing the depiction of the Queer Community in the Films in Post-independent Era	National	2022		VIPS- TC	DPS Publishing House

*“The single biggest problem in communication is the illusion that it has taken place.”  
-George Bernard Shaw*



# Book Chapter Publications:

S.NO	Name of the teacher	Title of the book/chapters published	Title of the paper	Title of the proceeding of the conference	Name of the conference	National / International	Year of publication	ISBN/ISSN number of the proceeding	Affiliating Institute at the time of publication	Name of the publisher
1	Dr. Mona Gupta	Public Relations in the Digital World-Global Relationship Management	Stakeholders vs Publics	-	-	National	2022	978-93-949 81-14-0	VIPS - TC	Mysore Book House
2	Dr. Mona Gupta	Revisiting Media Perspectives	Four Models of Public Relations	-	-	National	2022	978-93-918 70-35-5	VIPS - TC	DPS Publishing House
3	Dr Ramesh Kumar Sharma	Media and Communication in the New World Order	Social Media Literacy amid Pandemic COVID-19	Media and Communication in the New World Order	Media and Communication in the New World Order	National	2022	978-93-918 70-27-0	VIPS - TC	DPS Publishing House
4	Prof Charu Lata Singh	Media and Communication in the New World Order	Changing Representation of Gender Roles in Indian Television Advertisements	Media and Communication in the New World Order	Media and Communication in the New World Order	National	2022	978-93-918 70-27-0	VIPS - TC	DPS Publishing House
5	Prof Charu Lata Singh	Language , Culture and Identity	Assimilation of Cultural Identities in Digital Age'	-	-	National	2022	978-93-568 0-603-0	VIPS - TC	IIMC Dhenkanal, Orissa
6	Dr. Ravi Chaturvedi	Revisiting Media Perspectives	North South imbalance in the International News discourse; Revisiting Media Perspectives	-	-	National	2022	978-93-918 70-35-5	VIPS - TC	DPS Publishing House
7	Ashish Verma	Revisiting Media Perspectives	North South imbalance in the International News discourse; Revisiting Media Perspectives	-	-	National	2022	978-93-918 70-35-5	VIPS - TC	DPS Publishing House
8	Dr Chetna Bhatia	Aatm Nirbhar Bharat and Media: On the Road to Success	Use of Social Media Sites by Teenagers During COVID-19 Second Wave: A Survey of Undergraduate STUDENTS OF MEDIA STUDIES IN DELHI	Aatm Nirbhar Bharat and Media: On the Road to Success	Aatm Nirbhar Bharat and Media: On the Road to Success	National	2022		VIPS - TC	

11	Lives worth Grieving for: Representation of Lesbian Suicides in Print and Cinema in India as part of History, Culture, and Heritage	Dr. Priyam Ghosh	VSJMC	2022: 'Witnessing, Memory, and Crisis', Amsterdam University Press	Jun 2022, Volume 1, p.105 - 111	ISBN: 97890485 57578	<a href="https://www.aup-online.com/content/papers/10.5117/9789048557578/AHM.2022.014">https://www.aup-online.com/content/papers/10.5117/9789048557578/AHM.2022.014</a>
12	A Perception and Awareness Study of Undergraduate students of Media Studies in Delhi NCR towards Rapes and Molestation of Women in India	Dr Chetna Bhatia	VSJMC	International Journal for Research Trends and Innovation	June 2022 Volume 7 Issue 6	ISSN:245 6-3315	<a href="https://ijrti.org/papers/IJRTI2206275.pdf">https://ijrti.org/papers/IJRTI2206275.pdf</a>
13	Advertising Strategies of Selected Brands in Times of Covid-19: A Comparative Analysis	Dr. Anuradha Mishra	VSJMC	International Journal of Advance Study and Research Work	2022	ISSN:258 15997	
14	India's role in the UN peacekeeping operations.	Ms Saloni Bhardwaj	VSJMC	International Journal of food and nutritional sciences	October - Volume 11, Issue 7	e-ISSN 2320-7876	<a href="https://www.ijfans.org/uploads/paper/45fd0feae00c510d354017725eea5cce.pdf">https://www.ijfans.org/uploads/paper/45fd0feae00c510d354017725eea5cce.pdf</a>
15	India's role in the UN peacekeeping operations.	Mr Amurag Gupta	VSJMC	International Journal of food and nutritional sciences	October - Volume 11, Issue 7	e-ISSN 2320-7876	<a href="https://www.ijfans.org/uploads/paper/45fd0feae00c510d354017725eea5cce.pdf">https://www.ijfans.org/uploads/paper/45fd0feae00c510d354017725eea5cce.pdf</a>
16	Portrayal of Women's in Indian Advertising	Dr. Amit Channa	VSJMC	International Journal of Research and Analytical Reviews (IJRAR) Peer Reviewed & Refereed	Vol 9 Issue 2, May 2022	E-ISSN 2348-1269 , P-ISSN 2349-5138	<a href="https://www.ijrar.org">https://www.ijrar.org</a>
17	The Self-Regulatory Frame Work of Indian Media: A Critical Appraisal	Dr. Amit Channa	VSJMC	International Journal of Creative Research Thoughts (IJCRT) Peer Reviewed	Volume 10, Issue 1, January 2022	E-ISSN 2320-2882	<a href="https://ijcrt.org">https://ijcrt.org</a>
18	Portrayal of Women's in Indian Advertising	Dr. Ankit Sharma	VSJMC	International Journal of Research and Analytical Reviews (IJRAR) Peer Reviewed & Refereed	Vol 9 Issue 2, May 2022	E-ISSN 2348-1269 , P-ISSN 2349-5138	<a href="https://www.ijrar.org">https://www.ijrar.org</a>
19	The Self-Regulatory Frame Work of Indian Media: A Critical Appraisal	Dr. Ankit Sharma	VSJMC	International Journal of Creative Research Thoughts (IJCRT) Peer Reviewed	Volume 10, Issue 1, January 2022	E-ISSN 2320-2882	<a href="https://ijcrt.org">https://ijcrt.org</a>
20	Digital Literacy and Media Consumption During COVID-19: A Cross-Sectional Study Among Women	Dr Vaishali Billa	VSJMC	International Journal of Creative Research Thoughts - IJCRT; UGC Approved Journal No: 49023 (18)	Volume 10   Issue 6   June 2022	E-ISSN 2320-2882	<a href="https://ijcrt.org">https://ijcrt.org</a>

# Research Paper Publications:

S.no	Title of paper	Name of the author/s	Department of the teacher	Name of journal	Year of publication	ISSN number	Link to the recognition in UGC enlistment of the Journal /Digital Object Identifier (doi) number
1	COMMUNICATING GENDER EQUALITY DURING COVID-19 PANDEMIC: AN ANALYSIS OF INDIAN CORPORATE WEBSITES	Dr. Mona Gupta	VSJMC	GLOCALISM: JOURNAL OF CULTURE, POLITICS AND INNOVATION	2022	2283-7949	"Globus et Locus" at <a href="https://glocalismjournal.org">https://glocalismjournal.org</a>
2	DEFINING THE ROLE OF PUBLIC RELATIONS IN INDIA'S FOREIGN POLICY	Dr. Mona Gupta	VSJMC	GLOCALISM: JOURNAL OF CULTURE, POLITICS AND INNOVATION	published in 2022, issue 2021,3	ISSN 2283-7949	"Globus et Locus" at <a href="https://glocalismjournal.org">https://glocalismjournal.org</a>
3	Can media literacy help fight the infodemic? A study of youth	Dr Ramesh Kumar Sharma	VSJMC	Saybold Report	July, 2022, Vol-17, Issue-7, Pg no: 01-09	ISSN:153 3-9211	
4	News Media Literacy: Quintessential For A Vibrant Democracy in the Digital Age	Dr Ramesh Kumar Sharma	VSJMC	Journal of Education	Vol. XXV, No. 7, July,2022, Pg no: 47-54	ISSN : 0972-7175	
5	Importance of Creating a media literate society in the digital age	Ashish Verma	VSJMC	International Journal for Research Trends and Innovation	May 2022, Vol. 7, Issue 5, Page No. 859-862	ISSN:245 6-3315	<a href="https://www.ijrti.org/">https://www.ijrti.org/</a>
6	The Portrayal of Childhood in the Cinema	Ashish Verma	VSJMC	International Journal of Creative Research Thoughts	June 2022, Vol. 10, Issue 6, Page No. 927-933	ISSN: 2320-2882	<a href="https://ijcrt.org/">https://ijcrt.org/</a>
7	Importance of Creating a media literate society in the digital age	Dr. Ravi Chaturvedi	VSJMC	International Journal for Research Trends and Innovation	May 2022, Vol. 7, Issue 5, Page No. 859-862	ISSN:245 6-3315	<a href="https://www.ijrti.org/">https://www.ijrti.org/</a>
8	The Portrayal of Childhood in the Cinema	Dr. Ravi Chaturvedi	VSJMC	International Journal of Creative Research Thoughts	June 2022, Vol. 10, Issue 6, Page No. 927-933	ISSN: 2320-2882	<a href="https://ijcrt.org/">https://ijcrt.org/</a>
9	Importance of Creating a media literate society in the digital age	Abhinav Arohi	VSJMC	International Journal for Research Trends and Innovation	May 2022, Vol. 7, Issue 5, Page No. 859-862	ISSN:245 6-3315	<a href="https://www.ijrti.org/">https://www.ijrti.org/</a>
10	Understanding Gender in Tagore's Chitrangada and Chandalika	Dr. Priyam Ghosh	VSJMC	International Journal of Creative Research Thoughts,	Volume 10, Issue 6 Jun-22	ISSN: 2320-2882	<a href="https://ijcrt.org/papers/IJCRT22A6367.pdf">https://ijcrt.org/papers/IJCRT22A6367.pdf</a>

9	Dr. Anuradha Mishra		E-Learning through online courses in mass communication: A study on undergraduate students' perspective	Media and Communication in New world Order	Media and Communication in New world Order	National	2022		VIPS - TC	
10	Dr. Amit Channa	Recent Trends in Humanities, Literature, Sociology and Psychology	A Review : Importance of self - efficacy and academic motivation in student's life	-	-	National	2022	978-81-955340-3-6	VIPS - TC	AGPH BOOKS
11	Dr. Amit Channa	Recent Trends in Humanities, Literature, Sociology and Psychology(Vol -2)	An aspect of strategies and policies for education in India.	-	-	National	2022	978-93-94339-46-0	VIPS - TC	AGPH BOOKS
12	Dr. Amit Channa	Recent Advances in Finance, Business Management and Technology.	A study of impact of social media marketing on online purchases of consumers with respect to FMCG perosnal products.	-	-	Internatio nal	2022	978-1-913482-21-3	VIPS - TC	Rubicon Publication s
13	Dr Vaishali Billa	Neoteric Tendencies in World Economy, Education and Employment	Challenges in Healthcare & Communication for Tuberculosis Epidemic During Covid-19	-	-	Internatio nal	2022	978-93-92591-61-7	VIPS - TC	Iterative Internationa l Publisher
14	Dr Vaishali Billa	Media and Communication in the New World Order	Impact of Portrayal of Covid Behaviour in Television Shows : A Study in North East Delhi	Media and Communication in the New World Order	Media and Communication in the New World Order	National	2022	978-93-91870-27-0	VIPS - TC	DPS Publishing Hhouse
15	Ghulam Hussain	Revisiting Media Perspectives	Internet Video Culture: New Ramification	-	-	National	2022	978-93-91870-35-5	VIPS - TC	DPS Publishing House
16	Anurag Gupta	Revisiting Media Perspectives	Public Relations: Changing with the Trends	-	-	National	2022	978-93-91870-35-5	VIPS - TC	DPS Publishing House

17	Dr Aneela Tahilramani	Understanding Functions of Public Relations Departments in Government: A case study of Indian Railways	Understandi ng Functions of Public Relations Departments in Government	-	-	National	2022	VIPS - TC	DPS Publishing House
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*“Literature is the art of writing something that will be read  
twice; journalism what will be grasped at once.”  
-Cyril Connolly*



