

NewsLetter

Amity School of Communication

January - June 2025



Spotlight on Excellence: Amity School of Communication, Amity University Chhattisgarh

Where Academic Vision Meets Industry - Driven Innovation

The Amity School of Communication (ASCO) at Amity University Chhattisgarh continues to set benchmarks in media and communication education through a vibrant blend of academic excellence, industry engagement, and community outreach. With a stellar team of faculty experts, ASCO ensures that students receive not only classroom knowledge but also immersive, real-world experiences that prepare them for successful careers in the dynamic media industry.

Leadership & Faculty Excellence



Prof. (Dr.) Veena Hada, Director & Professor works at Amity School of Communication (Chhattisgarh), State president of Women's Indian chamber of commerce and Industry (WICCI- Chhattisgarh) and member of CII YI India Raipur Chapter. She is an Academician in Media Education, having 23+ years of experience in the academic & Media industry government & private organizations.



Dr. Sagarika Dash, Head of Department and a distinguished academic with over 18 years of experience, the Amity School of Communication (ASCO) boasts a highly accomplished faculty team that bridges academic depth with professional media expertise.



Dr. Satyabrata Das – A scholar with two decades of teaching and industry experience, Dr. Das specializes in digital journalism, media production, and visual storytelling. He actively promotes experiential learning through live production workshops, academic research and innovation in digital education.



Dr. Kunnathully Nakulan Kishore – A veteran journalist and academician with 27+ years of media and teaching experience, Dr. Kishore brings real-world insights to the classroom. An award-winning journalist, he bridges the gap between traditional journalism values and new-age digital media practices.



Mr. Bichitrnanda Panda – An academic achiever and certified trainer with Google News Initiative, Mr. Panda specializes in digital media literacy, international news, and fact-checking. His research-driven teaching style empowers students with critical thinking and global media awareness.



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Industry Experts and Technical Staff Behind the Studio's Success:



Mr. Sanjay Kumar Patel, Senior Manager – Multimedia and Social Media A seasoned filmmaker and visual storyteller with over two decades of experience, Mr. Patel leads the ASCO Studio operations, guiding students through every stage of media production, film direction, animation, and digital storytelling. His leadership ensures that the studio remains a launchpad for student creativity and professional development.



Mr. Manish Kumar Rathore, Senior Graphic Designer An expert in branding and visual design, Mr. Rathore enhances ASCO's digital identity through high-quality design output, while mentoring students in visual aesthetics, communication design, and creative software tools.



Mr. Khubchand Sahu, Studio Technical Support A vital part of ASCO's media production backbone, Mr. Sahu manages the technical aspects of studio operations, supporting faculty and students in achieving seamless execution during workshops, live events, and production assignments.

Together, the **ASCO Studio Team** ensures that theory is consistently translated into practice, giving students unmatched exposure to real-world media workflows and preparing them for successful careers in journalism, film, and digital communication.

Recent Academic Highlights & Events

1. Faculty Development Program



Theme: “Upscaling Media Educators in Context to Outcome-Oriented Media Education” Conducted to align pedagogical practices with outcome-based media education. Resource person **Dr. Trishu Sharma** led discussions on enhancing ASCO’s academic impact.

2. Workshop on Anchoring (Radio & TV)



Focus: Voice modulation, script reading, anchoring techniques Industry professionals **Dr. Anuradha Dubey** and **Ms. Shirin Siddique** equipped students with essential skills for radio and television broadcasting.

3. Scriptwriting and Film Direction Workshop



Renowned filmmaker **Srimant Barik** and scriptwriter **Arpit Agrawal** delivered hands-on training in writing for various media formats, preparing students for industry-readiness.

4. World Photography Day 2024



Celebrated with a talk by **Rupesh Kumar Yadav** and a student photography contest, the event encouraged visual storytelling and sharpened photographic techniques.

5. Practical Workshop: Photography & Videography



Led by ASCO’s in-house expert **Mr. Sanjay Patel**, this two-day session focused on visual storytelling techniques, camera work, and production aesthetics.

6. Youth Empowerment for a Sustainable Future – Viksit Bharat



Led by ASCO’s celebrated International Youth Day 2025 with a spirited Debate Competition on “Youth Empowerment for a Sustainable Future – Viksit Bharat”, where young voices inspired action for a developed and sustainable India.

7. From AI Challenges to Media Literacy



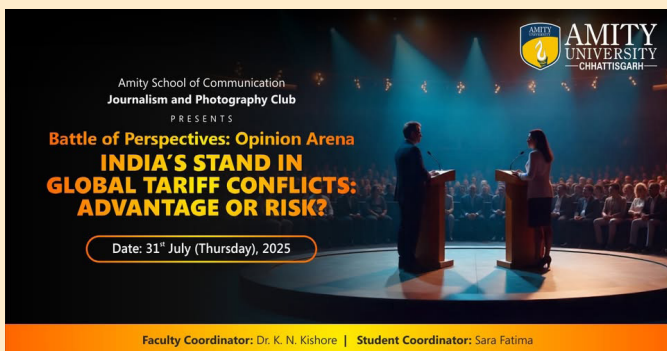
Led by ASCO's hosted a talk on "Freedom of Expression in the Face of the AI Revolution" by **Mr. Abhishek Shukla** and proudly announced its recognition as a FactShala Media Literacy Hub under the FactShala University Network.

8. On the occasion of Hindi Journalism Day



On Hindi Journalism Day, the Amity School of Communication celebrated the rich legacy of Hindi journalism with insightful discussions and vibrant activities highlighting its role in empowering society and responsible communication.

9. Battle of Perspectives: Opinion Arena



Amity School of Communication's Journalism and Photography Club hosted a thought-provoking discussion on "India's Stand in Global Tariff Conflicts: Advantage or Risk?" on 31st July 2025, showcasing diverse viewpoints and engaging perspectives.

Student-Centric Initiatives & Outreach

ASCO Film & Theatre Club - Folk Tale Presentations



Celebrated the art of storytelling and cultural heritage through engaging student performances.

Mock Press Conference



Students simulated a live press conference on the NEP's three-language policy, strengthening their public speaking and media literacy skills.

Gender Equality Workshop: Sahbhagita Trans Rights



Held in collaboration with NSS, this sensitization program featured transgender activists and highlighted SDG goals related to inclusivity.

Immersive Field-Based Learning

Live Press Conference at Raipur Press Club



Provided an inside view of media interactions and press dynamics, enhancing students' professional awareness and real-time reporting skills

Chhattisgarh Rajyotsava 2024 Reporting



Students covered a real-time state event across print, radio, and video formats, gaining invaluable field experience under faculty mentorship.

Panel discussion on IBC24 !



Led by ASCO's, along with Prof. Dr. Veena Hada, joined an IBC24 News Channel panel discussion on the complexities of the 'Age of Consent' in India, gaining valuable insights into its legal, social, and adolescent dimensions.

Knowledge-Sharing & Thought Leadership

Guest Lecture: Journalism in the Digital Age



With media veterans **Mr. Gokul Soni** and **Mr. P.C. Hota**, students explored transformations in journalism from print to digital and the critical role of visual storytelling.

Panel Discussion: "Radio – Voices for a Better Tomorrow"



Industry experts including **RJ Animesh** and **Vikalp Shukla** shared how radio continues to evolve as a medium of influence and connectivity.

Photography workshop by Mr. Narendra Rathore, Trainer at Canon EOS Academy



Led by ASCO's, hosted a photography workshop by **Mr. Narendra Rathore** from Canon EOS Academy, giving students an enriching experience in fundamentals, creative framing, and visual storytelling.

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Knowledge-Sharing & Thought

Guest Lecture: Journalism in the Digital Age



Students used street plays, photography workshops, and community interviews to address issues like women's empowerment and rural development.

Connecting with the Alumni Network

Alumni Talk-a-thon 1.0 – “Media Matters”



Distinguished alumni like **Niharika Tiwari**, **Sonal Sharma**, and **Priyanshu Singh** returned to share industry insights on media trends, digital journalism, and storytelling.

Internship Opportunities



सबकी बात, सच के साथ

हरिभूमि

दैनिक भास्कर



Student Placements

दैनिक भास्कर



हरिभूमि



सबकी बात, सच के साथ

Proud Alumni of ASCO



Ritika Bhagchandani,
BAJMC (2017–2020)
Sr. Brand Executive,
Navabharat Media Network

Gold Medalist for academic excellence in B.A. (Journalism & Mass Communication) from Amity University Chhattisgarh (2017–2020); also an alumni member of the Board of Studies, Amity School of Communication, representing student perspectives in academic planning. Currently working as Senior Brand Executive at Navabharat Media Group, with 4+ years of industry experience; led the award-winning campaign Hum Sakshi Hain, which earned over 15 national and international accolades. Pursuing a Ph.D. in Mass Communication, with 4 research papers published in reputed journals and edited volumes. Successfully cleared the MH-SET exam for Assistant Professor on the first attempt, reflecting strong academic and subject expertise. Worked with key government bodies including DGIPR and the Ministry of Culture, Govt. of India; executed large-scale corporate events and 360° brand campaigns.

Achievement-

1. Within just six months of working at my current organisation, I received a promotion along with an increment, solely on the basis of my work.
2. I had the opportunity to take interviews, including being part of the interview panel for Chirag Paswan and other notable figures.
3. With my previous role at ANI—also a prominent news agency—I gained in-depth exposure to the functioning of a professional news-wire.
4. I also worked as a personal PR reporter and anchor for BJP leader Bhupendra Singh from the Khurai constituency in Sagar, MP.



Ms. Garima Tiwari
BA-J&MC (2020 - 2023)
Senior Sub Editor
Press Trust of India, Delhi.



Ms. Anjali Padmakumar,
BA-J&MC (2020 - 2023)
Assistant Producer
PTI

Achievement-

1. Media professional specializing in news production.
2. Recipient of the prestigious AKC Award.
3. Gold medallist in academics.
4. Skilled writer and voiceover artist.
5. Experienced host of media workshops.

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Ms. Poorva Shivhare,
BA-J&MC (2019 - 2022)
HR manager & Production Manager
Oysta Entertainment Pvt Ltd

Achievement-

Also holding the position of International Business Manager in the company from Jan 2025.

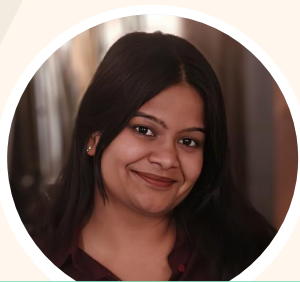
1. Worked in INH 24*7 as news anchor, reporter & show host.
2. Got placed at Oysta Entertainment Pvt Ltd Indore, as HR manager & Production Manager.
3. Completed 4.5 years working the media & entertainment industry.
4. At oysta, managing international clients for animation & vfx services. Like China, France, Korea etc.

Achievement-

Successfully managed the podcast for real estate professionals, celebrities, for that our speakers has won an award for best real estate podcast in mumbai.



Ms. Surbhi Khare,
MA-J&MC (2021 - 2023)
Marketing and Partnership Executive
SHK Global Ventures



Ms. Niki Agarwal,
BA-J&MC (2017 - 2020)
Creative Head
CID

Achievement-

Worked as assistant director & chief director for zee tv, Star plus, DD national, Sony tv, Amazon mini.



MR. Gaurav Kumar Mishra,
BA-J&MC (2018 - 2021)
Assistant Manager
Times Network

Achievement-

Author of 'India from my eyes', Political strategist
Youth Icon awardee, Social Activist.

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Why ASCO?

At the Amity School of Communication, students are not just learners—they are future-ready professionals molded through experiential learning, ethical mentorship, and constant exposure to the evolving media landscape. With award-winning faculty, real-time projects, industry-aligned curricula, and a robust alumni network, ASCO continues to be a hub of innovation and excellence.

