

School of Journalism & Mass Communication

The School of Journalism and Mass Communication (SJMC), came into existence vide Bihar government notification 15/पी 5-09/2016-629 dated April 12, 2017, later revised 15/पी 5-09/2016 अंश-193 dated February 9, 2018 as an autonomous institute affiliated to Aryabhatta Knowledge University (AKU). However, vide Bihar government notification 15/एन 1-69/2021 – 1997 dated September 20th, 2021, SJMC is a constituent unit of the Aryabhatta Knowledge University.

SJMC was established as a centre of excellence by the Bihar government with the basic objectives of teaching, training and undertaking research in the areas of mass communication. .

The first batch of M.A in Journalism and Mass Communication was launched in 2021. This was also the first course of SJMC. Ph.D. programme, PG Diplomas and certificate courses will be begun in the near future once teaching positions are sanctioned by the government.

SJMC aims to become a premier and prestigious school of Mass Communication in the Bihar region. The growing need for quality media education and research, led the Government of Bihar to establish SJMC as an institution of higher learning.

The rationale of SJMC is best captured in its mission:

“To nurture minds for critical thinking and innovation through media education, research, extension and training with a purpose to build an information and knowledge based society that contributes to human progress, empowerment and participatory democracy, anchored in pluralism, universal values & ethics and to attain and remain a Centre of Excellence.”

The activities conducted by SJMC can be described under following categories:

Academic

(i) M.A in Journalism and Mass Communication course launched

Classes begin for MJMC 1st batch

The MA in Journalism and Mass Communication, session 2021-23, of the School of Journalism and Mass Communication was formally inaugurated on November 16th, 2021 with great enthusiasm. This is also the first course to begin at SJMC.

विजय कुमार चौधरी
मंत्री
शिक्षा विभाग
बिहार सरकार, बिहार, पटना



Vijay Kumar Chaudhary
Minister
Education Department
Government of Bihar, Patna

पत्रांक: M-518

दिनांक: 27-05-2021

संदेश

मुझे यह जानकर बड़ी प्रसन्नता हो रही है कि आर्यभट्ट ज्ञान विश्वविद्यालय अन्तर्गत "स्कूल ऑफ जर्नलिज्म एंड मास कम्युनिकेशन" द्वारा स्नातकोत्तर पाठ्यक्रम आरम्भ किया गया है। आशा है कि इस पाठ्यक्रम के माध्यम से यह संस्थान पत्रकारिता एवं जनसंचार के नए आयामों पर शोध तथा अध्ययन-अध्यापन में विशिष्टता प्राप्त करने के उद्देश्य में सफल होगा।

मैं संस्थान से जुड़े सभी प्रयुद्धजनों को स्नातकोत्तर पाठ्यक्रम की शुरुआत के लिए बधाई देता हूँ तथा संस्थान के उत्तरोत्तर विकास के लिए शुभकामनाएँ देता हूँ।


(विजय कुमार चौधरी)

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Message of Hon'ble Education Minister, Bihar government, Sri Vijay K. Choudhary on the commencement of first MJMC course of the School of Journalism and Mass Communication.

संजय कुमार, सा०प्र०से०
अपर मुख्य सचिव
SANJAY KUMAR, I.A.S.
Additional Chief Secretary



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शुभकामना संदेश

बिहार के माननीय मुख्यमंत्री श्री नीतीश कुमार की पहल से आर्यभट्ट ज्ञान विश्वविद्यालय में सेंटर ऑफ एक्सीलेंस के रूप में स्कूल ऑफ जर्नलिज्म एंड मास कम्युनिकेशन की शुरुआत की गई है। बिहार में पत्रकारिता एवं जनसंचार का एक भी स्वतंत्र विभाग या सेंटर राज्य के किसी भी पारंपरिक विश्वविद्यालय में नहीं है, जहाँ स्नातकोत्तर तथा पी०एच०डी० की पढ़ाई होती हो। इस कमी को देखते हुए स्कूल ऑफ जर्नलिज्म एंड मास कम्युनिकेशन की स्थापना की गई है। इस वर्ष से यहाँ एम०ए० का पाठ्यक्रम शुरू किया जा रहा है, जिसके लिए नामांकन की प्रक्रिया जारी है। बिहार सरकार ने उपकरण, इंफ्रास्ट्रक्चर आदि के लिए संस्थान को पर्याप्त अनुदान दिया है। सरकार की इच्छा है कि भविष्य में यह संस्थान न सिर्फ देश में बल्कि विदेश में भी अपनी पहचान बनाए। मुझे आशा है कि यह संस्थान मीडिया साक्षरता, व्यवसायीकरण, शोध और उद्योग में आगे बढ़ाने में अपना योगदान देगा। पत्रकारिता एवं जनसंचार के नए आयामों पर यहाँ शोध किया जायेगा। संस्थान को एम०ए० पाठ्यक्रम शुरू करने के लिए बधाई और शुभकामनाएँ।


(संजय कुमार)

Congratulatory message of ACS, Dept. of Education, Bihar government, Sri Sanjay Kumar on the commencement of first MJMC course of the School of Journalism and Mass Communication

Orientation Session

An orientation session was held for the first batch of MJMC students on November 16th, 2021. The students were welcomed by the director, coordinator and other staff of the institute. On this occasion, the editor of Prabhat Khabar newspaper, Mr. Ajay Kumar and the Assistant Editor of The Hindu, Mr. Amarnath Tiwari were present as special guests.



In his welcome address, Director Dr. Iftekhar Ahmed encouraged the students to look into the options before them and hone their talents. Editor of Prabhat Khabar Mr. Ajay Kumar said that there is no substitute for hard work and students have to make a habit of reading and writing. He said that in today's era everyone has a chance to express themselves. He also discussed the possibilities in the field of media entrepreneurship.

Amarnath Tiwari discussed content writing and highlighted the challenges faced by journalism, especially the print media. The students also put forth their views and questions in front of everyone.

Dr. Rakesh Kumar Singh, Academic Head, Center for Nanoscience and Nanotechnology briefed the students about the University and welcomed them. Expressing happiness at the beginning of the session, Coordinator Dr. Manisha Prakash said that it was possible with the tireless efforts of several days and the cooperation of the Bihar government.



MJMC first semester class in progress



SJMC students with Education minister Sri Vijay K Choudhary and ACS Sri Sanjay Kumar

(ii) **SJMC Courses approved by 18th Academic Council held on 17.02.2022**

- Ph.D. in Journalism & Mass Communication
- M.A in Journalism and Mass Communication
- Certificate Course of Writing for Media

P.G. Diploma in:-

- Development Communication
- Online and Digital Journalism
- Photography
- Science Communication
- Film Making

Training/ Media Orientation

(i) **Media orientation of 150 Dy. Suptd.of Police (DSPs) at Bihar Police Academy**

A media orientation workshop was organised on December 9th, 2020 at Bihar Police Academy, Rajgir by SJMC as per the following schedule.

Session – 1	
Media – An overview (Mr. Iftekhhar Ahmed , Director, SJMC)	
Media & Society – Film (30 minutes)	
Tea Break	

<p>Session – 2</p> <p>Media & Police</p> <p>Mr. Shivpujan Jha,</p> <p>Executive Editor, India Ahead</p>

<p>Session– 3</p> <p>Press Conference (Exercise)</p> <p>Mr. Shivpujan Jha,</p> <p>Executive Editor, India Ahead</p>
<p>Session – 4</p> <p>Writing for Media – Print/Audio-visual media</p> <p>Dr. Manisha Prakash</p> <p>Coordinator, SJMC</p>
Interactive Session with Q & As
Valedictory Session

ADG cum Director, BPA Brighu Srinivasan, Deputy Director, BPA, P.K. Das and other senior IPS officers were also present during the workshop.



कौशल विकास • आम लोगों के बीच पुलिस की बेहतर इमेज बने और पुलिस लोगों तक जानकारी पहुंचा सके, इस बारे में बताया गया

पीटीसी के ट्रेनी डीएसपी को दी गई मीडिया इंटरैक्शन की ट्रेनिंग

कार्यक्रम 119 प्रशिक्षु
डीएसपी का मीडिया
इंटरैक्शन करवाया गया

तिथी रिपोर्टर | राजगीर

आम लोगों के बीच पुलिस की बेहतर इमेज बने और पुलिस लोगों तक किसी भी तरह की जानकारी बेहतर तरीके से पहुंचा सके इसी सोच के तहत राज्य सरकार की पहल पर पहली बार राजगीर स्थित बिहार पुलिस अकेडमी के प्रांगण में प्रशिक्षु डीएसपी को मीडिया द्वारा प्रशिक्षण दिया गया। कार्यक्रम 119 प्रशिक्षु डीएसपी का मीडिया इंटरैक्शन करवाया गया। प्रशिक्षण में मीडिया के साथ कैसे बातचीत करनी है, घटना दुर्घटना के बारे में उसे



राजगीर कार्यक्रम में प्रशिक्षु डीएसपी व अन्य पदाधिकारी।

किस तरह से एक्सप्लेन करना है बनाने के लिए कैसे व्यवहार करना और पुलिस के रितों को बेहतर है आदि बातों की जानकारी दी

से जानकारी दी गयी। कार्यक्रम में स्कूल ऑफ जर्नलिज्म एंड मास कम्युनिकेशन के निदेशक इफ्तखार अहमद, वरिष्ठ पत्रकार शिवपूजन झा, कोऑर्डिनेटर डा. मनीषा प्रकाश शामिल हुए। प्रशिक्षण पाने वाले सभी प्रशिक्षु डीएसपी ने पूरी निष्ठा से सभी सत्रों में हिस्सा लेकर मौक़ा ड़िल भी किया। हालांकि इसमें भाग लेने वाले अधिकारी डीएसपी ने घटनाओं को बड़े ही विस्तार पूर्वक मीडिया के सामने रखा।

प्रेस कॉन्फ्रेंस में पूछे जाने वाले सवाल और तरीके भी बताया गए

प्रेस कॉन्फ्रेंस में क्या-क्या सवाल आते हैं और इन सवालों का किस तरह जवाब देना है। इसके बारे में

भी विस्तार पूर्वक जानकारी दी गई। बिहार पुलिस एकेडमी के सहायक निदेशक अजय कुमार पांडे पत्रकार की भूमिका में नजर आए। उन्होंने भी प्रशिक्षु डीएसपी से कई सवाल किए। अंत में सभी अतिथियों को एकेडमी द्वारा प्रतीक चिन्ह भेंट कर सम्मानित किया गया। दरअसल राज्य सरकार ने आर्यभट्ट नॉल्लिज यूनिवर्सिटी कैम्पस पटना में स्कूल ऑफ जर्नलिज्म एंड मास कम्युनिकेशन की शुरुआत की है। जिसमें राज्य सरकार से वार्ता हुई और यह निर्णय लिया गया कि पुलिस और प्रेस के बीच कैसे रिश्ते होने चाहिए। जिससे कि पुलिस का इमेज ज्यादा बने। इसी सोच के तहत यह कार्यक्रम आयोजित किया गया।

(ii) Media training of Bihar Administrative Service officers at BIPARD

A two-day media workshop was held under the joint aegis of BIPARD and School of Journalism and Mass Communication on 6th & 7th April, 2021 in which 34 trainee officers of the third batch of the newly appointed Bihar Administrative Service of 60th-62nd batch participated.. In the first session, Dr. Iftexhar Ahmed, Director of the School of Journalism and Mass Communication, discussed the subject of media and communication in detail. The participants were also shown a 13-minute long Oscar-winning French film called *Happy Anniversary*.

In the second session, renowned media expert Dr. Vipul Mudgal discussed the topic titled Media, Governance and the Rule of Law. He also shared the findings of his new research on Policing and the Rule of Law with the participants.

The objective of the workshop was to develop the understanding of the administrative officers on the subject of media working, governance and use of media for the betterment of the society. On the second day, Prof. Pradeep Nair from Himachal Pradesh Central University discussed on the topic of Development Communication.

Prof. Nair had an in-depth discussion with the participants. He stressed the importance of information and knowledge for the community and how to make the community a partner in development. He said that information is the currency of progress in today's time.

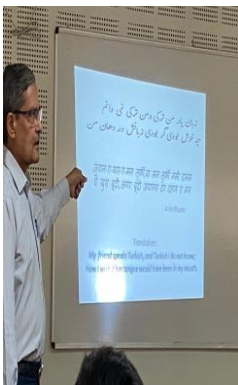
DG Bipard, Mr. Amir Subhani was also present on the occasion, who appreciated the effort of SJMC. Shri Shivendu Ranjan, Assistant Director of Bipard and Dr. Manisha Prakash,

Coordinator of School of Journalism and Mass Communication were also present in this workshop.



(iii) Media orientation of IAS Officers at BIPARD

A two-day media orientation workshop for IAS probationers was organized by the School of Journalism and Mass Communication (SJMC) on August 31 & September 1st, 2021 under the joint aegis of Bihar Institute of Public Administration and Rural Development (BIPARD) and SJMC in which 8 Indian Administrative Service probationers of 2020 batch participated.



In the first session, Dr. Iftexhar Ahmed, Director, SJMC, discussed on the topic of media and communication in detail. Speaking on the topic “Understanding media”, he dwelt at length on media & human psychology and its possibilities and limitations in society. The use of media for dissemination of government schemes was also discussed. Parts of the award winning film Manthan were also shown to the participants to help them gain an understanding of development communication.

Mr. Kanwal Tanuj, Director of Information and Public Relations Department, along with many officers of the department were also present in this orientation program. Mr. Tanuj shared many experiences related to media and told the probationers that they should take care that no incident goes unattended on their part, for which they always need to be alert. He also stressed on the challenges posed by digital and social media.



As per the initiative of the Director, SJMC, Dr. Iftexhar Ahmed a meeting was held on January 5, 2021 with Dr. Safeena A.N., Secretary, Minority Welfare Dept. and Dr. A.A.A. Faizi, Joint Secretary cum Director of the Department. SJMC was represented by its Director and the Coordinator Dr. Manisha Prakash. The Department suggested that SJMC can organize skill-based training under Mukhyamantri Shramshakti Yojana, the proposal for which can be submitted to the department. Following the discussion, a proposal for two

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पत्रांक-असहक-08-06/प्र०-04/2021 ३९३

बिहार सरकार

अल्पसंख्यक कल्याण विभाग

प्रति,

श्री० अमीर आकाश अहमद फौजी
संयुक्त सचिव-सह-निदेशक

प्रति,

मुख्य कार्यपालक पदाधिकारी
-सह-
मिशन निदेशक
बिहार विकास मिशन,
पटना।

पटना, दिनांक ०५/०२/२०२१

विषय:- School of Journalism and Mass Communication, AKU Campus, Patna-1 को बिहार विकास मिशन के Portal पर पंजीकृत करने के संबंध में।

महोदय,

उपर्युक्त विषय के संबंध में कहना है कि School of Journalism and Mass Communication, AKU Campus, Patna-1 के द्वारा किंग्डम मैगिज एवं फोटोग्राफी कोर्स में मुख्यमंत्री श्रमरक्षित योजना के तहत युवाओं का कौशल प्रशिक्षण कराने का प्रस्ताव दिया गया है। विभाग उक्त कोर्स में अल्पसंख्यक युवा/युवतियों को कौशल प्रशिक्षण कराने हेतु Interested है। उक्त संस्थान एवं प्रस्तावित कोर्स का बिहार विकास मिशन के Portal पर पंजीकृत नहीं है।

अतः संस्थान से प्राप्त आवेदन पत्र की छायाप्रति संलग्न करते हुए अनुरोध है कि उक्त संस्थान एवं इनके द्वारा प्रस्तावित कोर्स का पंजीकरण बिहार विकास मिशन के Portal पर करने की कृपा की जाय।

अनु०-यथोक्त।

बिहारसमाज

संयुक्त सचिव-सह-निदेशक

The School of Journalism and Mass Communication (SJMC) in collaboration with the College of Arts and Crafts, Patna University organized an interactive session titled “Jab Art Meets Headlines” on September 20, 2021 in which nearly 80 students, teachers and mediapersons participated.

In his welcome address Dr. Ajay Kumar Pandey, Principal of College of Arts and Crafts stressed on the need for comingling of various streams of knowledge with art, especially media and communication.



The programme was held at the College of Arts and Crafts and it had two sessions. In the first session, Dr. Iftekhar Ahmed, Director, SJMC spoke on the topic "Audio-Visual Communication: Changing Paradigm" in which he threw light on various aspects of the field. In the second session, Dr. Manisha Prakash, the coordinator, SJMC shared her views on "Communication Trend in Print and Social Media". She said art can get prestige it deserved when it includes communication with it. She also spoke on the various new techniques of communication.



The objective of the program was to encourage the exchange of knowledge and also mutual cooperation between the two institutes. There are many areas in mass communication where the intervention of art is necessary.

(ii) Lecture held on "Digital Media in Post Truth Society"

Under the joint aegis of the School of Journalism and Mass Communication and the Department of Mass Communication and Hindi of Patna College, a lecture on the topic

"Digital Media in Post Truth Society" was organized on October 4, 2021 in which the BMC first and second year students and teachers participated.

In her welcome address, Dr. Kumari Vibha, Coordinator, BMC and Head of the Department, Hindi, Patna College, said that the discussion on the subject will enhance the knowledge of the students. She expressed hope that in the coming times, the School of Journalism and Mass Communication and the Department of Mass Communication of Patna College will organize many such programmes in the interest of the students.



The programme organized at Patna College was held in two sessions. In the first session, Dr. Iftekhar Ahmed, Director, School of Journalism and Mass Communication, presented an in-depth analysis of the post-truth concept and explained its meaning with reference to various researches and scholars. He opined that false news spread much faster and inspired fear, disgust, surprise, and in extreme case causes disillusionment & psychosis, a serious mental illness. He was sure that quality journalism will overcome the onslaught of fake news. He also highlighted on various potential and creative aspects of the audio-visual communication useful to engage today's youth for creative work and earning. Citing the recent figures released by FICCI, he said that the media and entertainment industry is going to recover soon from pandemic effect and will contribute a lot to the Indian economy in the coming days.

In the second session, the SJMC coordinator, Dr. Manisha Prakash, spoke on the topic "Fake News and Fact Checking". She explained how the credibility of the journalism field is threatened by fake news. She also informed the students about many techniques which are available for fact checking which can help in the spread of misinformation.



Students enthusiastically participated in the program and expressed many queries. On this occasion, Dr. Gautam Kumar, Prashant Ravi, Rachna Singh and other teachers from the Department of Mass Communication of Patna College were also present.

(iii) Lecture by Dr. D.M.Diwakar, former ANISS Director

Journalists are the mirrors of the society and one of the key role of journalism is to empower common man and reaffirm their faith in the existing constitutional institutions in the age of social media, said former director of A N Sinha Institute of Social Studies, Patna, Prof. (Dr.) D.M.Diwakar to the students of School of Journalism and Mass Communication at a lecture organized on December 18, 2021.



Dr. Diwakar discussed about the changing role of Journalism, and how the thin line between media and industry is difficult to identify in the Present scenario. He stressed on the need of rural journalism in Bihar as the 88.3% of population lives in rural areas and have their own set of challenges.

Dr. Diwakar also highlighted the strength of Bihar in terms of fertile land, abundant water, and hardworking people, all of which needs to be properly managed to maximize their role in the development of the state. He also asked students to pay more attention to Economic and Constitutional Journalism.

This interactive session was thought provoking for students as they understood their commitment towards true journalistic practices.

Dr. Iftekhar Ahmed, Director SJMC, Dr. Manisha Prakash, Co-ordinator SJMC, and faculty members Dr. Amit Kumar, Dr. Ajay Kumar Singh, and Dr. Afaque Haider were present on this occasion.

Memorandum of Understanding

MoU between School of Journalism & Mass Communication and BIPARD, Govt. of Bihar on October 25th, 2021

For Skill Development, outcome based trainings, research and related services



An MoU was signed between School of Journalism and Mass Communication (SJMC) and Bihar Institute of Public Administration and Rural Development (BIPARD) on October 25, 2021 at SJMC for teaching, training and research. The development commissioner of Bihar and BIPARD DG Mr. Amir Subhani signed on behalf of BIPARD while Director Mr. Iftekhar Ahmed signed on behalf of SJMC.

SJMC has already conducted media training for the officers of the Indian Administrative Service and Bihar Administrative Service, besides the officers of the Bihar Police Service at Bihar Police Academy, Rajgir. After the MoU, training and other activities have to be done regularly for Bipard by SJMC.

On this occasion, BIPARD Joint Director Shri Rajesh Kumar, Assistant Director Shri Shivendu Ranjan, Coordinator of SJMC Dr. Manisha Prakash were present on behalf of Bipard. Along with this, Director of Patliputra School of Economics SK Bhaumik, Director of BSEIDC Shri Shrikant Shastri and other officials also participated in this programme.

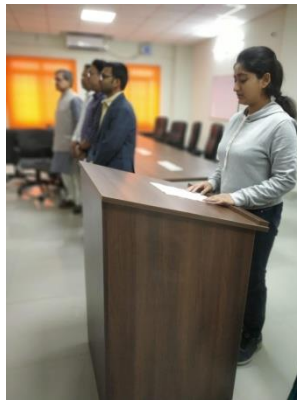
After the MoU signing, Mr. Subhani expressed his happiness to see the facilities and the

latest media equipment available for the training of students.

Student Activities

National Constitution Day observed at SJMC

The School of Journalism and Mass Communication observed 72nd National Constitution Day on November 26, 2021 today in which first year students of M.A in Journalism and Mass Communication course participated. The topic of presentation was “Constitutional obligations and contemporary Indian media.”



Ananya Kumari, Nikhil Kumar, Shubham Kumar, Fahad Fatmi and Puja Bhagat presented their thoughts on the topic. Shubham Kumar received the first prize.

Ananya spoke on Article 19 1(a) and suggested that the Indian media should be more responsible. Nikhil Kumar said that the role of the press which is the fourth pillar of democracy is to make the masses realise their rights and responsibility. Shubham kumar contributed to the discussion by saying that no freedom is absolute, therefore, media should not be exaggerating facts. Fahad Fatmi spoke about laws favouring media. He was followed by Pooja Bhagat who said that media highlights the hidden facts in our society.

Director, Dr. Iftekhhar Ahmed, Co-ordinator, Dr. Manisha Prakash and faculty members Dr. Ajay Kumar Singh, Dr. Afaque Haider and Dr. Amit Kumar were present on the occasion. Earlier, the programme was started with the recitation of the preamble to the Constitution of India.

Important Visits

CEC Director Prof. J.B. Nadda visits SJMC

Director of Consortium for Educational Communication (CEC), University Grants Commission, Prof. J.B. Nadda visited the School of Journalism and Mass Communication(SJMC), Aryabhata Knowledge University and interacted with the M.A. part I students online on January 28th, 2022.

In his address, Prof. Nadda, stressed on the importance of Digital Education in the context of the New Education Policy (NEP). He explained how the ambitious plan of improving the Gross Enrolment Ratio in higher educational institutes can be a possibility through digital mode of education. He also dwelt on the multidisciplinary approach of NEP and how the rigidity of the educational system can be countered to a great extent through digital learning. He explained to the students how digital education, media and communication system is the way forward. He expressed concern over Bihar lagging behind in this area.

Earlier, he had interacted with the Director, Dr. Iftekhhar Ahmed, Coordinator Dr Manisha Prakash and the faculty members. Also present with Prof. Nadda was Prof. (Dr.) Rajendra Prasad Gupta, Member, Bihar Legislative Council and also the University Court. The CEC Director also visited the Multimedia Labs, Smart Classrooms, Conference Halls and Media Library. He was impressed by the media and audio-visual equipment and other facilities available at the SJMC.

The visit was a part of preparation for the CEC sponsored National workshop to be organized in collaboration with SJMC on New and Innovative Digital Media to impart training in the field of Digital Education (Multimedia Content Development & Delivery).



National Workshop

National Workshop on Digital Education: Content Development & Delivery (March 07-08, 2022) sponsored by Consortium for Educational Communication, New Delhi

A two-day national workshop on new & innovative digital media titled, 'Digital Education: Multimedia Content Development & Delivery', was held on March 07-08, 2022 at the School of Journalism & Mass. The workshop was organised in collaboration with and also sponsored by the Consortium for Educational Communication (CEC), New Delhi. CEC is an

autonomous organization of University Grant Commission responsible for dissemination of educational content through various ICT modes of Communication.

The followings aims & objectives & schedule of the workshop were approved by the CEC:

AIMS & OBJECTIVES

- ❖ To understand digital education/MOOCs, their structure, and the process of their creation.
- ❖ To develop an appropriate pedagogy for content design & development for digital education/MOOCs.
- ❖ To promote innovation in the field of digital education.
- ❖ To explore the potential and utility of online education and virtual university.
- ❖ To suggest improvement in digital/online education for effective learning in the region of Bihar.

NATIONAL WORKSHOP
Digital Education: Content Development & Delivery
March 07-08, 2022

by
Consortium for Educational Communication (CEC), New Delhi
&
School of Journalism & Mass Communication (SJMC), Patna

Workshop Venue:
School of Journalism & Mass Communication
4th Floor, Centre of Excellence Building,
Aryabhatta Knowledge University,
Mithapur, Patna (Bihar), India
https://ajmc.ac.in/ | Tel: 0612-2952742
ajmcpatna@gmail.com

NATIONAL WORKSHOP
Digital Education: Content Development & Delivery
March 07-08, 2022

Technology enabled learning requires a new pedagogy and a customized institutional taxonomy based on the learning behaviours/patterns which is changing with rapid social and technical developments. Technology provides platforms for fine blend of content delivery with its various attributes for effective learning. Concepts like flipped learning are a pedagogical approach in which the conventional notion of classroom-based learning is inverted, so that students are introduced to the learning material before class. Classroom time is then used to deepen understanding through discussion with peers. Here, problem-solving activities provide improved congenial environment for learning. The NEP 2020 and the benefits of digital education need further action for better education in India.

DAY ONE 07th March 2022

Invitation 11:00 AM - 12:00 PM
MOOCs: Introduction and Production 12:00 PM - 13:30 PM
Dr. Sunil Mehru, CEC, New Delhi

LUNCH BREAK 13:30 PM - 14:15 PM

MOOCs: Design and Delivery (Session-I) 14:15 PM - 15:15 PM
Dr. Sameer S. Sahasrabudhe, EMARC, SPPU, Pune

TEA BREAK 15:15 PM - 16:30 PM

MOOCs: Design and Delivery (Session-II) 16:30 PM - 18:30 PM
Dr. Sameer S. Sahasrabudhe, EMARC, SPPU, Pune

DAY TWO 08th March 2022

Digital Education: Enhancing Audio-Visual Communication (Session - I) 10:00 AM - 11:30 AM
Rakhar Ahmed, SJMC, Patna

TEA BREAK 11:30 AM - 11:45 AM

Digital Education: Enhancing Audio-Visual Communication (Session - II) 11:45 AM - 13:00 PM
Rakhar Ahmed, SJMC, Patna

LUNCH BREAK 13:00 PM - 14:00 PM

Digital Education & Pedagogy 14:00 PM - 16:30 PM
Prof. Tejinderpal Singh, P.U., Chandigarh

Valedictory 16:30 PM - 16:15 PM

Among some of the senior and accomplished participants were:

- Prof. S. K. Bhaumik, Director, Patliputra School of Economics, Aryabhatta Knowledge University, Patna.
- Prof. Atul Aditya Pandey, Director, UGC HRDC, Patna University
- Dr. Ajay Kumar Pandey, Principal, College of

Arts & Crafts, Patna

- Dr. Kumari Lalita, Director, K P Jaiswal Research Institute, Patna
- Dr. Amir Afaq Ahmad Faizi, Joint Secretary cum Director, Minority Welfare Department, Govt. of Bihar, Patna
- Dr. Raj Kumar Nahar, Head of Programme /Director, DD-BIHAR, Doordarshan Kendra, Patna

INAUGURAL SESSION

The two-day national workshop titled, 'Digital Education: Multimedia Content Development & Delivery', was inaugurated by Chief Guest, Sri Sumit Kumar Singh, Minister, Science & Technology, Govt. of Bihar. CEC Director Prof. J. B. Nadda, Sri Sanjay Kumar, Additional Chief Secretary, Dept. of Education, Govt. of Bihar, Rakesh Kumar Singh, Registrar (I/c), Aryabhata Knowledge University and Director SJMC, Prof. (Dr.) Iftekhar Ahmed addressed the participants on the occasion.

The chief guest Sri Sumit Kumar Singh expressed delight that SJMC has taken an important step in bringing Bihar to the forefront in the field of digital education. He said that the Covid times have made us understand how important digital education is and how it enhances the accessibility of education and brings it within the reach of everyone.



In his key note address, CEC Director Prof. J. B. Nadda said that learning and innovation can bring development in Bihar. Patna being the hub of educational institutions, teachers can be equipped to create digital content. He expressed hope that SJMC will be able to take a lead in this direction as this school has the required expertise and the Bihar

government has also funded the purchase of latest equipments for class room and video production. He said that if the Bihar government continues to support SJMC, it will be easier for CEC to associate with SJMC. He expressed happiness over organizing such a workshop for the first time in Bihar.



Speaking on the occasion Sri Sanjay Kumar, Additional Chief Secretary, Dept. of Education, Govt. of Bihar threw light on the challenges before digital education. He said that if we are moving ahead towards digital education then we should also think about creating content accordingly. It should not be merely a copy of the content already available. He also suggested that a meeting of all the Vice Chancellors of the state universities should be organized with CEC under the leadership of Prof J B Nadda to work out a future strategy. He also said that the distance between the academia and the government needs to be bridged so that solutions can be worked out for making fast progress. He said access is going to be an important factor in promotion of digital education. Expressing concern over the present situation, he said that every year about 15 lakh candidates appear in the matriculation examination, only 12 lakh remain till intermediate and only 4 lakh are left for higher education in the universities. In such a situation the underprivileged can be benefits of digital education can be availed.



Rakesh Kumar Singh, Registrar (I/c), Aryabhatta Knowledge University pointed to the challenges that could erupt as a result of digital education. He further said that in today's time, education does not mean just getting a degree. We should have the passion to see,

hear and understand, which can be made possible with digital education. In his welcome address,

Director SJMC, Iftekhar Ahmed explained about the scope of digital education and also the pedagogy involved. He also stressed on digital pedagogy development and bridging digital divide. The latest digital technology is here to give a new direction to education and help in achieving the targets, he added. He also stated the objective of the workshop. Earlier, the programme began with a devotional song by students of M.A Semester I, Priyanka, Swasti and Ananya and later lighting of lamp.



SJMC students present a welcome song

TECHNICAL SESSION

Day 1

In the Technical Session, Dr Sunil Mehru, Joint Director, CEC spoke on MOOCs: Introduction & Production.

Dr. Sameer S. Sahasrabudhe, Director, EMMRC, SPPU, Pune spoke on MOOCs: Design and Delivery. He also screened some of the good films made by CEC.



Day 2

In the first session titled “Digital Education: Enhancing Audio-visual Communication”, Dr. Iftekhhar Ahmed, Director, SJMC shared the importance of New Education Policy where he said that not only the teachers but also the students will be the creators of knowledge. He explained how learning, researching, experiencing, talking, experimenting will be the foundation of Education 4.0.



In his session titled “Digital Education & Pedagogy” Prof Tejinderpal Singh, Punjab University, Chandigarh explained how teachers can make their digital content effective in the era of digitization by using appropriate videos and e-resources to make it interesting.



VALEDICTORY SESSION

Sri Asangba Chuba Ao, Secretary, Education was the chief guest at the valedictory function. Director SJMC, Iftekhar Ahmed and Director, PSE, Prof. S. K. Bhaumik were also present. Sri Asangba Chuba Ao distributed the certificates to the participants.

Speaking in the valedictory session Sri Asangba Chuba Ao praised the initiative of organizing the workshop for promoting Digital Education. He also distributed certificates to the participants. He asserted that the centres of excellence should initiate more activities of these kind as they have been established for quality teaching and research.

Director, Pataliputra School of Economics Prof S K Bhowmik said that practical training needs to be provided to faculty members so that they become well-versed in producing digital courses.

Earlier, Director SJMC, Iftekhar Ahmed presented the proceedings of the two day workshop. Joint Director, CEC Dr Sunil Mehru assured SJMC of all support in future endeavours.



Participants at the national workshop

TEAM WORK

Several committees were formed for the works related to the workshop. The committees included faculty members, non-teaching staff, and students of SJMC. The programme was overall coordinated by Dr Manisha Prakash, Coordinator, SJMC. SJMC Account Assistant Mr. Arjun Thakur, Asst. (Administration & Finance) Mr. Amish Anand worked tirelessly along with the support staff and students for meticulous preparation of the workshop and its proper conduct.

Infrastructure Development

(i) Purchase of Equipments

The Dept. of Education, Bihar government gave a grant of Rs. 90 lakh vide letter no. 15/ पी 5-03/2020 **90** dated December 24th, 2020 for the purchase of equipments and infrastructure development for running courses at SJMC. The amount was transferred to BSEIDC to facilitate purchase. Multimedia lab was established at SJMC with the fund and a number of equipments were also acquired. Few of the items remain to be procured.

बिहार सरकार
शिक्षा विभाग

क्रमांक 15/पी 5-03/2020 पटना, दिनांक 2020

सेवा में,

महालेखाकार (लेखा एवं इकाईरी) बिहार,
वीरचन्द पटेल पथ, पटना।

*द्वारा :- आंतरिक वित्तीय सलाहकार।

विषय: वित्तीय वर्ष 2020-21 में योजना मद अन्तर्गत School of Journalism and Mass Communication के आधारभूत सुविधाओं के विकास के लिए कुल ₹0 90.00.00.00/- (नब्बे लाख) मात्र सहायक अनुदान व्यय की स्वीकृति एवं विमुक्ति।

आदेश :- स्वीकृत।

व्यय का विकलन मांग संख्या 21, मुख्य शीर्ष 2202 सामान्य शिक्षा उपमुख्य शीर्ष-03 विश्वविद्यालय तथा उच्चतर शिक्षा, लघुश्रीर्ष 102- विस्वविद्यालयों को सहायता, उपशीर्ष 0115 राज्य के विश्वविद्यालयों का विकास विपत्र कोड 21-2202031020115, विषय शीर्ष 0115. 31. 05 सहायक अनुदान-परिसम्पत्तियों के निर्माण के अन्तर्गत वर्तमान वित्तीय वर्ष 2020-21 में किया जाएगा।

2. राशि की निकासी अवर सचिव-सह-निकासी एवं व्यय पदाधिकारी, उच्च शिक्षा, शिक्षा विभाग, बिहार, पटना द्वारा विकास भवन स्थित सचिवालय कोषगार से निकासी करते हुए बिहार राज्य शैक्षणिक आयात-रुत संरचना विकास निगम लि०, पटना के पीएल० खाते में जमा किया जाएगा। यह योजना की क्रियान्वयन एजेंसी बिहार राज्य शैक्षणिक आयात-रुत संरचना विकास निगम लि०, पटना होगी। राशि की निकासी सचिवालय कोषगार, विकास भवन, बैली रोड, पटना से आर्वादन आदेश के आलेक में की जाएगी।

3. राशि के उपयोग में निरव्यवित्त बरती जाएगी एवं राशि का व्यय विहित प्रक्रिया का पूर्णतः अनुपालन करते हुए एवं बिहार वित्तीय नियमावली के प्रावधानों का पालन करते हुए किया जाएगा।

4. यह स्वीकृतिपत्र वित्त विभागीय संकल्प संख्या 3758 दिनांक 31.05.2017 के आलेक में संकल्प संख्या 15/पी 5-03/2020 में दिनांक 18.12.2020 को पृष्ठ 07/110 पर आंतरिक वित्तीय सलाहकार की सहमति के अन्तर्गत निर्मित किया जा रहा है।

5. इस स्वीकृतिपत्र से वित्त विभाग के पत्रांक 7355 दिनांक 06.10.2007 एवं महालेखाकार बिहार के पत्रांक 877-807 दिनांक 08.11.2007 के आलेक में आर्वादन आदेश निर्मित होने के पश्चात् राशि निकासी की जाएगी। अर्वा महालेखाकार से प्राविहार पत्र प्राप्त करना आवश्यक नहीं है।

6. भारत के निरन्तरक एवं महालेखा महारक्षक तथा राज्य सरकार के अंशेकग (वि०) विभाग को यह अविहार होमा कि वे इस अनुदान राशि का लेखा का अंशेकग करे। अर्वा इसके लिए संघर्ष राशि का लेखा अंशेकग से रखा जाएगा।

7. निदेशक, उच्च शिक्षा, बिहार, पटना को इसकी सूचना दी जा रही है।

8. इस राशि का विचलन अन्य मीर नहीं किया जाएगा।

9. स्वीकृतिपत्र प्राकृष पर प्रभान सचिव का अनुमोदन प्राप्त है।

विस्वासाभाजन,
80/-
(अरवाट फि०ज०)
सरकार के उप सचिव

क्रमांक 15/पी 5-03/2020 पटना, दिनांक 18/12/2020

प्रतिनिधि- विभागीय मंत्री के अन्त सचिव/वित्त विभाग (स्वनि एवं बजट शाखा)/निदेशक, उच्च शिक्षा/निदेशक, School of Journalism and Mass Communication, आर्वाट्ट डान विश्वविद्यालय, पटना, परिसर/प्रभान निदेशक, बिहार राज्य शैक्षणिक आयात-रुत संरचना विकास निगम लि०, पटना/कोषगार पदाधिकारी, सचिवालय कोषगार, विकास भवन, पटना/अवर सचिव-सह-निकासी एवं व्यय पदाधिकारी, उच्च शिक्षा/प्रशासक पदाधिकारी-06, 14 एवं 15 तथा लेखापाल, उच्च शिक्षा तथा आर्वाट्ट केनेजर, उच्च शिक्षा को सूचना एवं आवश्यक कार्रवाई करे।

(अरवाट फि०ज०)
सुखार के उप सचिव

(ii) Donation of Books for SJMC library

Different Institutes/individuals donated several books to SJMC either on request sent by SJMC or on their own accord. The books were donated by K.P. Jaiswal Research Institute, Bihar Lalit Kala Academy and others. The number of books received by different institutes and other sources are listed below:

Donation of books received from different Institutions/Sources		
S.N.	No. of Books	Donated By
1	164	Kashi Prasad Jayaswal research Institute, Patna, Bihar
2	60	Bihar Lalit Kala Academy, Patna , Bihar
3	13	Other sources

Academic and related Works done by Mr. Iftekhar Ahmed, Director for various organisations during the year 2021-2022:

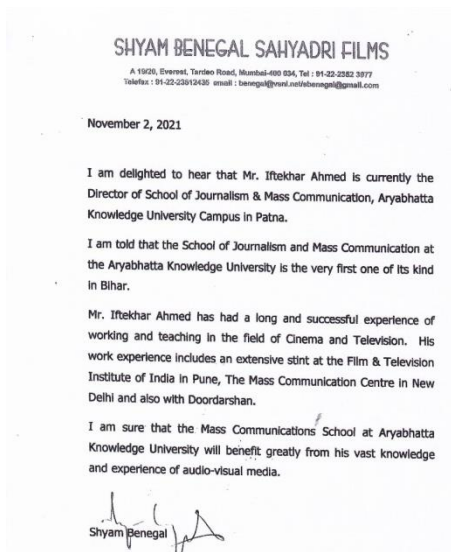
- Invited to moderate the Plenary Session and spoke as Special Guest at the

Valedictory Session of the **International e-Conference on 'Media Education and NEP2020 : A Trans-Disciplinary Global Perspective'(MEDUNEP-2021)**, 15-16 Nov., 2021 by Rajiv Gandhi University, Doimukh, Arunachal Pradesh.

- Gave online lecture on **Use of Audio-Visual Media for Digital Education & MOOCs** at the Faculty Development Programme of the School of Mass Communication, Film and TV Studies, IIMT University, Meerut on 8 Feb., 2022.
- Conducted a lecture cum interactive session on **Digital Education: e-Content and MOOCs** for the faculty members (from universities of Bihar) attending the 3rd Faculty Induction Programme conducted by UGC-Human Resource Development Centre, Patna University, 12 Feb. (2pm-5pm).
- Gave a **comprehensive review and comments on the syllabus of the U.G. Course on Indian Cinema** of Delhi University after a formal request from Prof. Sobhna Sinha, Course Coordinator, VAC, Delhi University on 22 May, 2022.
- Attended an online **BoM meeting of EMMRC, Manipur University**, Imphal, Manipur, on 29 April, 2022 (made Member of BoM of EMMRC, Manipur University vide letter no.MU/-EMMRC/ BoM/2005, dated 5 Oct.,2020).
- Honoured by the **Film and TV Institute India (FTII), Pune for outstanding contribution and leadership to the institute** on the occasion of Golden Jubilee of TV Wing of FTII on 6 Aug., 2021.



- Received an appreciation letter from renowned Indian film personality, **Sri Shyam Benegal**, wishing a good progress of newly established School of Journalism and Mass Communication (SJMC), on 2 Nov., 2021.



- Article on Science Communication titled, '**My Experiment with a Course in Science Communication**' accepted for the book, '**Packaging Science for Public Interest**' to be published soon by the Dept. of Science and Technology, Govt. of India.
- Invited in a discussion programme on **Changing Face of Broadcasting** on 5 July, 2022 for its broadcast on National Broadcasting Day (23rd July) by Akashvani, Patna.
- Invited for a 'Live' personality interview by Doordarshan Bihar, Patna on 23rd Aug., 2021.
- Worked as **jury** to select best logo design of MNUU, Hyderabad, for the event **Bicentenary Celebrations of Urdu Journalism** on 27th March, 2022.
- Evaluated **Ph.D. theses** of the following universities:
 - (a) University of Kashmir (Srinagar) : Title of thesis - **An Analytical Study of Growth of Journalism in Kashmir (1990-2010)**, Jan.2021.
 - (b)Tilak Maharashtra Vidyapith, Pune: Title - **Cinematographic Analysis of films 'Devdas' made in 1955 by Bimal Roy & 2002 by Sanjay Leela Bhansali**, Feb.,2022.
- External Expert in the **Selection Committee for appointment of media faculty members** (on contract) at Maulana Mazharul Haque Arabic and Persian University, Patna on 29 April,2022.
- External Examiner of **M.A. (Journalism & Mass communication) Dissertation-Viva Voce**, at Mazharul Haque Arabic and Persian University, Patna on 17 Nov., 2021.

Work in Progress

(i) Approval received for setting up Community Radio Station at SJMC

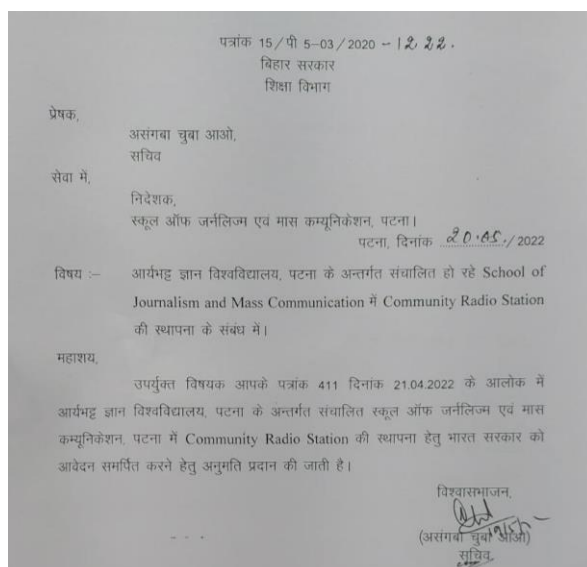
The School of Journalism and Mass Communication has received an approval for submitting an application for the setting up of Community Radio Station to the Ministry of Information and Broadcasting, Govt. of India vide letter no. 15/ पी 5-03/2020-1222 dated 20.05.2022.

Coordinator, SJMC Dr. Manisha Prakash attended the Community Radio Awareness

Webinar from 3rd to 5th August, 2021 for prospective applicants which was organized by the Ministry of Information & Broadcasting in partnership with One World Foundation India. Taking forward the lessons learnt in the webinar, SJMC, with the approval of the Director sent an expression of interest to *The Secretary, Ministry of Information & Broadcasting, Government of India*. Following which a detailed proposal was sent to the Dept. of Education, Govt. of Bihar and also the Aryabhata Knowledge University.



Certificate for active participation in Community Radio Awareness webinar



Letter of approval from Dept. of Education, Bihar government

- (ii) Two Short Training courses proposed for the Dist. Public Relation Officers of Bihar Govt. to IPRD, Patna which has already been approved. Scheduling of the courses are awaited from IPRD.
- (iii) Courses on film and organization of film festival proposed to the Dept. of Art, Culture & Youth Affairs, Govt. of Bihar for collaboration. Response is awaited.