



MANIPAL INSTITUTE OF COMMUNICATION

MANIPAL

(A constituent unit of MAHE, Manipal)

Premiere Institute for Mass Communication in India



Ranked among the top 6 media institutions in the country



journalism films making animation new media corporate communication designing art & culture

MIC MIRROR

an insight to MIC's students and faculty, 2020 - 2021 | Vol 04, 05 & 06



1. Director's Message



Dr. Padma Rani

Director Manipal Institute of Communication

This Newsletter, which we reckon is a cherished pathway of keeping in touch with all those have been an integral part of our journey.

Manipal Institute of Communication strives to be the best media and communication institution globally, whereupon one may recall the words of A.P.J. Abdul Kalam, "Excellence is a continuous process and not an accident."

In order to keep our stakeholders informed of our activities, the newsletter is a small venture in that direction. We have covered the academic & non-academic activities of faculty, staff and students of Manipal Institute of Communication from January 2020 to May 2021. This time we have covered our three issues in one volume due to the disruptions caused by the pandemic. We hope you welcome this effort of ours.

From March 2020 the world is facing a pandemic. We have shifted to virtual mode of teaching and learning. Teaching in physical mode was suspended from 18 March,2020 the students were able to return back to campus for a brief period from December 2020 to Mid-March 2021. The rise in cases due to the second wave classes had to be suspended physically.

I wish to thank my staff and students for quickly adapting to the on-line mode of teaching & Learning. Our students have undertaken the extra-circular activities on a virtual mode.

We have not met the students who joined us in the academic year 2020-21. The graduating batch of 2020 had a virtual convocation.

The graduating batch of 2021," Wishing good luck and a bright prosperous future".

It goes without saying that you are invited to convey your views regarding the newsletter:

soc.newsletter.hub@gmail.com

Echelon of Support'



Dr. Ramdas M Pai
Chancellor



Mrs. Vasanti R. Pai
Chairperson-Hotel Management
Committee MAHE, Manipal



Dr. Ranjan R. Pai
President & CEO-MEMG

Administrators of MAHE



Dr. Ramdas M Pai
Chancellor



Dr. H S Ballal
Pro Chancellor



Lt. Gen. (Dr.) M. D. Venkatesh,
Vice Chancellor



Dr. PLNG Rao
Pro Vice Chancellor



Dr. Dilip G Naik
Pro Vice Chancellor



Dr. C S Thammaiah
Pro Vice Chancellor



Dr. Narayana Sabhahit
Registrar



Dr. Padma Rani
Director
Manipal Institute of Communication



Dr. Shubha H S
Associate Professor & HOD Media Studies
Manipal Institute of Communication



Mr. A C Balaji
Assistant Professor - Selection Grade & HOD - Animation
Manipal Institute of Communication



Dr. K Padmakumar
Associate Professor & HOD - Corporate Communication,
Manipal Institute of Communication

2. MIC Events & Highlights

TOP 10 COLLEGES		
1	INDIAN INSTITUTE OF MASS COMMUNICATION (IIMC)	New Delhi
2	AJK MASS COMMUNICATION RESEARCH CENTRE, JAMIA MILLIA ISLAMIA	New Delhi
3	SYMBIOSIS INSTITUTE OF MEDIA & COMMUNICATION	Pune
4	DEPARTMENT OF MEDIA & COMMUNICATION STUDIES, SAVITRIBAI PHULE PUNE UNIVERSITY	Pune
5	DEPARTMENT OF COMMUNICATION, UNIVERSITY OF HYDERABAD	Hyderabad
6	MANIPAL INSTITUTE OF COMMUNICATION	Udupi
7	XAVIER INSTITUTE OF COMMUNICATIONS	Mumbai
8	DEPARTMENT OF MEDIA STUDIES, CHRIST (DEEMED TO BE UNIVERSITY)	Bengaluru
9	INDIAN INSTITUTE OF JOURNALISM & NEW MEDIA	Bengaluru
10	SOCIAL COMMUNICATIONS MEDIA DEPARTMENT, SOPHIA SMT MANORAMA DEVI SOMANI COLLEGE	Mumbai

As per the India Today Ranking – released on 27th June 2020, MIC holds the 6th position in the index of institutions. Supporting state of the art facilities, MIC has nurtured prominent media personnel who have contributed to society.



MIC ranked 6th among Communication colleges in India



BEST COLLEGES		
MAHE Institutions	All India (Private)	All India (Overall)
Welcomgroup Graduate School of Hotel Administration, Manipal	1	2
Manipal College of Dental Sciences, Manipal	1	3
Manipal College of Dental Sciences, Mangalore	2	7
Kasturba Medical College, Manipal	2	9
Manipal Institute of Technology, Manipal	4	25
Kasturba Medical College, Mangalore	8	24
Manipal institute of communication, Manipal		6

As per The Week-Hansa Research Survey – August 2020, a survey conducted by The Week in association with Hansa Research since 2009, MIC holds the 6th position in the index of the top 10 communication colleges across India. As an institution, MIC hopes to keep improving this ranking by ensuring that only the very best is delivered at any point in time.

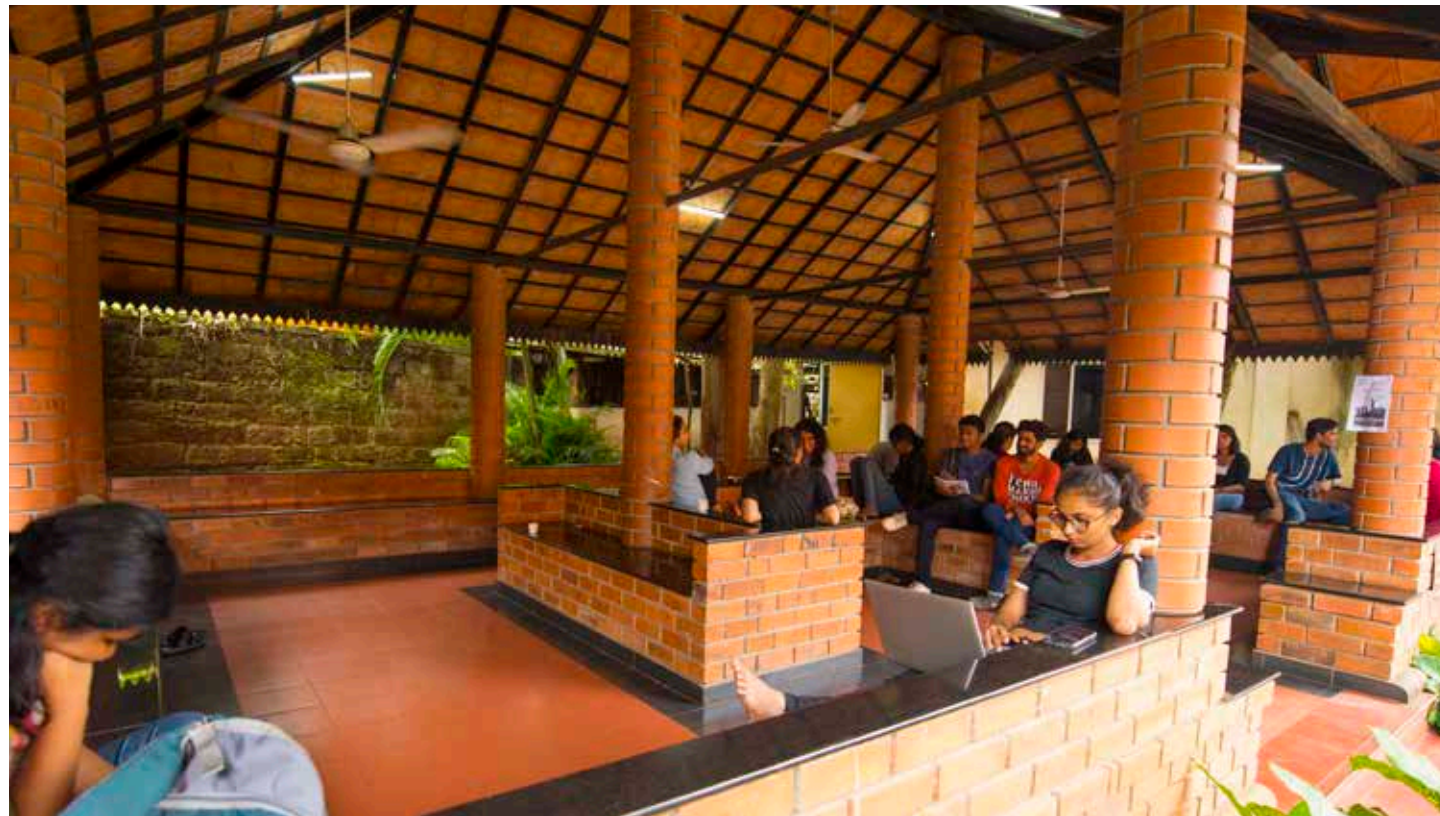


RANKED # 1

MASS COMMUNICATION COLLEGE
in India

- Outlook 2020

 **MANIPAL INSTITUTE OF COMMUNICATION**
MANIPAL
(A constituent unit of MAHE, Manipal)



As per the Outlook-ICARE Professional College Rankings – September 2020, MIC is ranked at the 1st position of India’s **‘Top Mass Communication Institutes’** among the private universities in **India**. MIC is honored and grateful to receive this prestigious title.

MIC Events & Highlights





Cheer and excitement filled the air as Manipal Institute of Communication (MIC) held its annual three- day media event, Article-19 on the 20th, 21st and 22nd of February 2020. The year's line-up featured prominent speakers from various backgrounds such as Karthik Srinivasan, Disha Oberoi, Shweta Kothari, Harshveer Jain,



Satyanshu Singh and Devanshu Kumar, from the fields of digital media, radio, journalism and film-making.

Insightful conversation and motivating talks presented by the speakers gave students a glimpse of the inner workings of the media industry while emphasizing on the general theme of introspection, retrospection and indulging in one's creativity. Shweta Kothari, managing director of The Logical Indian shed light on the course being taken by mainstream media and the contrast that settles when compared to alternate media. Disha Oberoi, radio jockey and an alumnus of MIC remembered her rollercoaster of a ride to finally being where she is while clearing up common misconceptions about the industry. Harshveer Jain aka @storysellercomics took the audience through his journey of self-acceptance, expression and using humour and satire when promoting free speech. MIC also witnessed participation from its sister colleges of MAHE and other institutes such as Mahatma Gandhi Memorial College (MGM) in a variety of cultural events i.e., Duet Duals, Dance, JAM, On-Air and so on with a final Mr and Miss Article 19 at its conclusion. Participants also had the pleasure of being judged by the

guest speakers during these events and gained valuable feedback in return.

Article 19 gave its attendees an absolute visual treat on the final day with its private screening of 'Chintu ka Birthday' a comedy-drama film written and directed by guest speakers, Devanshu Kumar and Satyanshu Singh. This was later followed by a delightful Q & A that brought to light, the cinematic process and the journey it takes to produce a good film. A medley of illuminating talks, energizing events and the thrill of the roaring 20s made Article-19, 2020 a success amongst its attendees.



MIC Events & Highlights

A curriculum conclave for BA Media & Communication was held on 26 June 2020.

The members were Prof A S Balasubramanya, Prof Vinod Pavrala, Mr Soumitra Bose, Mr S Roy Kandpal, Ms Mausmi Singh, Ms Shilpa Renipata, and all the faculty of MIC. Discussion was centered around how to bridge the gap between the academia and industry. Members were of the view that our syllabus was quiet exhaustive and we should ensure that students get enhanced real-time practical exposure. For BSc Animation the conclave was held on 27 June 2020. The following members attended the meeting: Mr Anil John, Mr Ankur Rastogi, Mr Rajesh Dgaran, Ms Jankai, Mr Mohammed Bilal and the faculty of MIC. The discussion was centered around



the idea of including newer technologies into the curriculum and also providing the students with experiences of live projects. The MA Media & Communication conclave was held on 27 June 2020. The members were Prof B P Sanjay, Prof D S Pornanda, Mr Raghuvir Badrinath, Ms Aparna Thakur, Ms Namita Koshy, Ms Aparna Ramamurthy, Ms Hashitha, Mr Utsha Sarkar and all the faculty of MIC. The members pointed out to include updated reading lists and to involve the students in time bound live projects so that they can get an experience of working in the industry.





"The Story of Communication in COVID 19's Journey"

Dr Nandini Lakshmikantha Prof-MIC and Dr Padma Rani Director-MIC organized a unique international and interdisciplinary 'Round Table' series on the topic "The Story of Communication in COVID 19's Journey". On the occasion, Lt. Gen (Dr) M D Venkatesh, Vice Chancellor – MAHE, initiated the panel discussion; while the event which saw notable scholars from various sectors of Communication and Health Administration, sustained its erudite tempo and meditative flow through 28th & 29th July 2020.



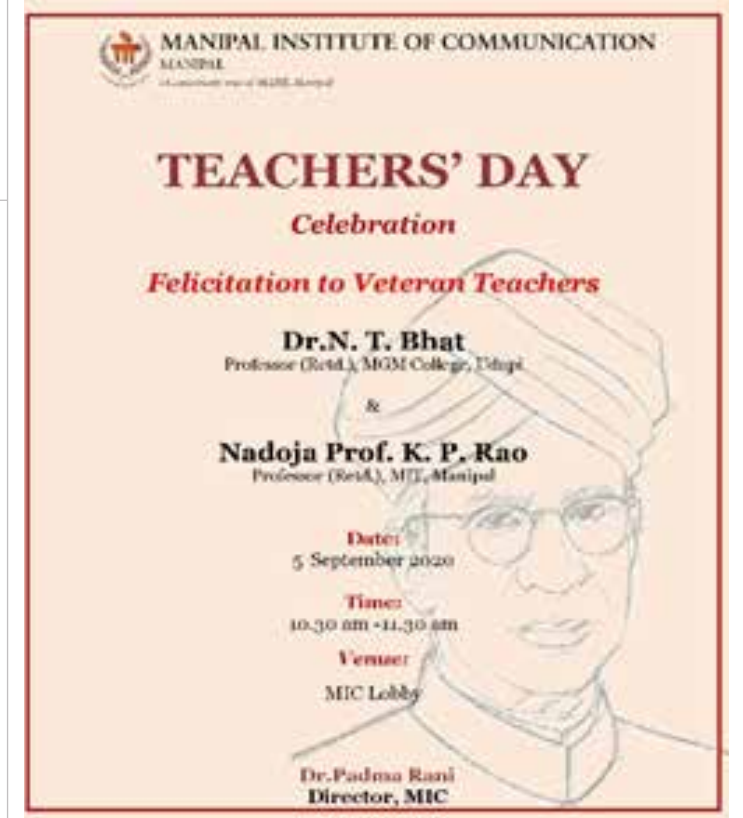
celebrating Samskrita Week

Lt. Gen (Dr) M D Venkatesh Vice-Chancellor MAHE and Dr Narayana Sabhahit the Registrar of MAHE visited MIC campus on 5th August 2020 to discuss the ameliorating position of academia and student-care amidst the situation of the Covid-19 pandemic.

On account of celebrating Samskrita Week in MIC, Shri Raghunandan HS & Team from Hosahalli Samskrita Grama, presented a talk on "Samskrita Bhasha Prayoga & Gamaka Vachana", 6th August 2020.



celebrating Teachers Day



On account of Teacher's Day – 5th Sept 2020, veteran teachers Dr N T Bhat and Nadoja Prof K P Rao were felicitated for their ceaseless devotion and contribution to the world of letters and society at large.





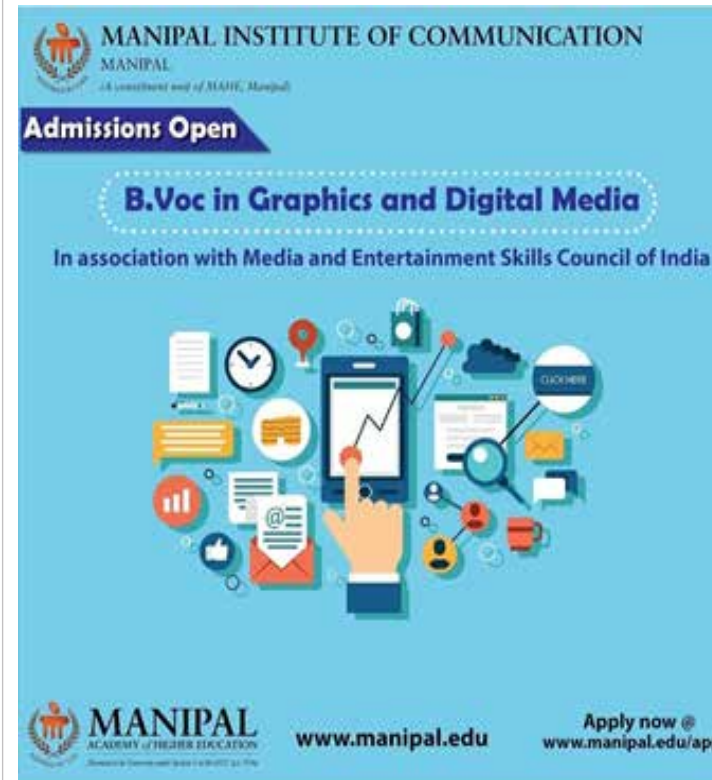
MIC Events & Highlights

Orientation Day

Orientation Day for first year students was held in the online mode on 15th September 2020, with the Vice Chancellor of MAHE as the chief guest.



Launched Undergraduate course in **B Voc in Graphics and Digital Media.**



MIC is pleased to announce that starting from November 2020, in association with Media and Entertainment Skills Council of India, its admissions are open to a new undergraduate course: B Voc in Graphics and Digital Media. The course offers knowledge in areas ranging from social communication to digital communication and branding.



MIC Events & Highlights

Task force in place to implement COVID related SOPs and guidelines issued by the Government



With the pandemic protocol in view, MAHE has advised each college/department to put up a task force in place to implement COVID related SOPs and guidelines issued by the Government. As such, a covid task force for MIC was constituted on 11 November 2020. The head of the task force was **Mr Balaji A C, HOD Animation, the other leading members of the task force were Dr Shubha H S and Dr Padmakumar, Dr Manjushree Naik, Mr Praseed Nair, Ms Sowparnika, Ms Rekha Rao, Ms Rati Nair, Mr Nithyanand Nayak** were also part of the team.

Furthermore, in March 2021 there was a surge in Covid cases in the hostel and MIT was declared as a containment zone on 18th March 2021. At this juncture, the university formed a joint covid task force drawing up on faculty from all technical and management institutions. **Mr Balaji A C** was one of the nominated members. Thereupon, the covid tracing committee was set up by the university in which capacity **Dr Padmakumar K** was nominated as one of the members of the committee to help deal with the situation in an effective manner.

celebrating the spirit of **Constitution Day 2020**



On account of celebrating the spirit of Constitution Day 2020, a webinar was organized by **Mr Shiraj Gudi**, faculty MIC, on the topic "Role of Parliament in the Law-making process, on November 25th. **Ms Mridula Raghavan**, Program Officer, PRS Legislative Research, New Delhi, an alumna of MIC, was the guest speaker for the session.





MIC Events & Highlights

celebrating 6th Edition of the 'M V Kamath Endowment Lecture'



On the celebrated occasion of the 6th Edition of the 'M V Kamath Endowment Lecture', Manipal Institute of Communication & MAHE had the esteemed opportunity to be in the presence of **Shri M Venkaiah Naidu, the honorable Vice President of India**, who was the chief archaeron of the event, delivering his address on 'Journalism – Past, Present & Future'. The special virtual web-cast augmented by **Dr Padma Rani Director MIC and Mr Shreeraj Gudi** the faculty organizer of the event, commenced on December 18th 2020 and was covered in leading newspapers and television media. "The information reports generated by the print media with substantial cost is being hijacked by the social media giants. This is unfair," Naiduji stated in his Endowment Lecture.

The event details are captured online on the following link from the Press Information Bureau – Government of India:

<https://www.pib.gov.in/PressReleaseDetailm.aspx?PRID=1681704>



MIC Events & Highlights

International Conference on Media Education - 2020

An International Conference on Media Education- 2020 was held on 29th Dec in the online mode with distinguished media personalities, communication experts and critics adding to the retinue of events. The Chief guest was **Dr S C Sharma, Director, National Assessment and Accreditation Council (NAAC)**, while the presidential address was delivered by **Dr Venugopal K R, honourable Vice Chancellor, Bangalore University, Bangalore**. The vote of thanks was by **Dr B K Ravi, Conference Chair – ICME 2020**. The panoramic event saw speakers from Bangladesh, Nepal and Afghanistan amidst others who participated in gusto.

Centre for Creativity Enhancement

A new 'Centre for Creativity Enhancement' with **Ms Shruthi Shetty** as the faculty Co-ordinator in MIC was inaugurated on 2nd February 2021. During the event, **Lt Gen M D Venkatesh** spoke emphatically and highlighted the importance of creativity and innovation in every aspect of human life. The Centre coordinator **Dr Arpan Yagnik** from Penn State university, USA, outlined the aims and objectives of the new

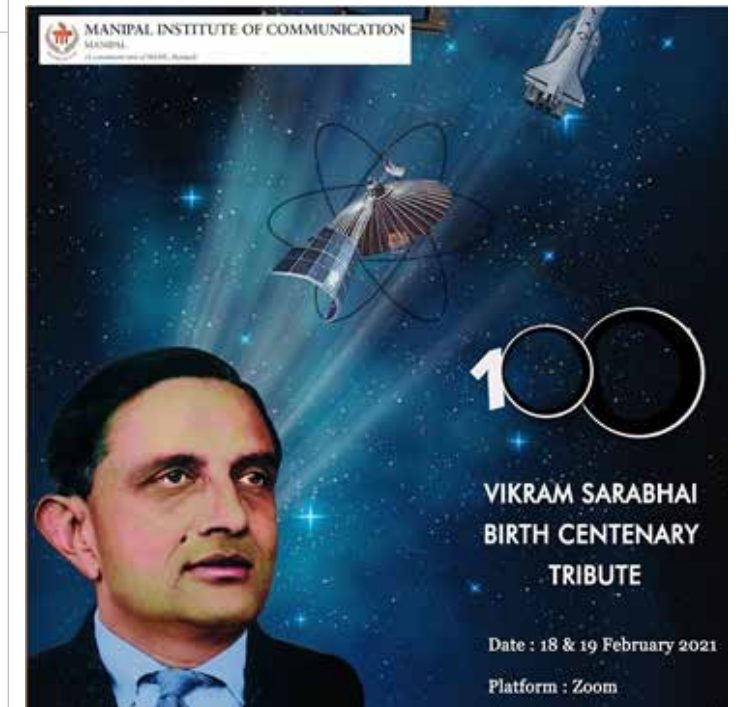


Centre for Film Studies

A new 'Centre for Film Studies' with **Dr Binayak Bhattacharya** as the faculty Co-ordinator was inaugurated in MIC on 12th February 2021. **Dr H Vinod Bhat, Executive Vice President – MAHE**, was the chief guest on the occasion. Meanwhile, M Prakash Magdum, Director National Film Archive of India (NFAI)- Pune, was the guest of honor.

Vikran Sarabhai Birth Centenary Conference

MIC hosted the Vikran Sarabhai Birth Centenary Conference contextualizing SITE in Digital India on 18th & 19th February 2021. The online seminar series resourcefully organized by Dr B P Sanjay from MIC [Former Director, (IIMC), founding Vice Chancellor, Central University of Tamil Nadu, pro vice chancellor and professor of communication, University of Hyderabad] fostered a charged atmosphere where participants were able to gather a rich repository of information, providing an interesting rendezvous between MAMC students and acclaimed senior researchers from the field of communication. The conference aimed to pay tribute to the legacy and contributions of the eminent visionary Dr Vikram Sarabhai on the occasion of his 100th birth anniversary.

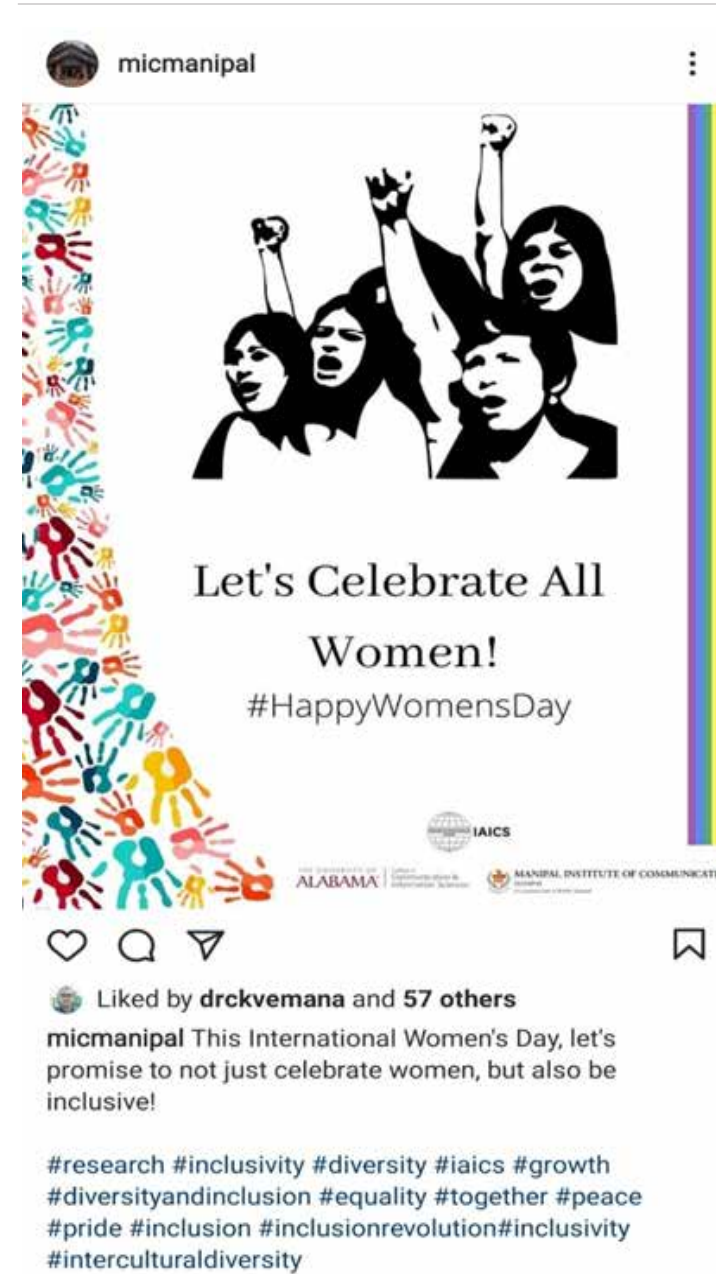




MIC Events & Highlights

international bodies

Celebrated the spirit of International Women's Day



MIC in communion with other international bodies celebrated the spirit of International Women's Day on March 8th 2021, by drawing the public's attention to gender empowerment and related concerns in the digital sphere. This move was applauded and recognized widely.

Under the auspices of **Dr Margaret D'Silva (President – IAICS)** and **Dr Padma Rani (Director – MIC)**, 'The International Association of Intercultural Communication Studies Annual Conference 2021' was hosted by MIC in the online mode on 12th & 13th March 2021. **Lt. Gen. Dr M D Venkatesh, Vice Chancellor – MAHE** was the chief guest of the two-day event which saw a wide spectrum of international participants.



MIC Events & Highlights

The UNESCO-led Global Alliance for Partnerships on Media and Information Literacy

Manipal Institute of Communication has. The **UNESCO-led Global Alliance for Partnerships on Media and Information Literacy (GAPMIL)** is a groundbreaking effort to promote international cooperation to ensure that all citizens have access to media and information competencies. Thus far, organizations and individuals from over a hundred countries have agreed to join forces and stand together for change. This pioneering initiative was launched during the Global Forum for Partnerships on Media and Information Literacy which took place from 26 to 28 June 2013, in Abuja, Nigeria, aiming at: articulating concrete partnerships to drive MIL development and impact globally; enabling the MIL community to speak as one voice on certain critical matters, particularly as it relates to policies; further deepening the strategy for MIL to be treated as a composite concept by providing a common platform for MIL related networks and associations globally.

Digital Namma Angadi 2021

Digital Namma Angadi 2021: For seventeen years, Namma Angadi has helped to bridge the gap between local coastal Karnataka crafts and customers from across the world. Each year, the students of MIC gear up to present a remarkable weekend fiesta attracting several global customers on campus. Keeping in mind the spirit of Namma Angadi and its importance as a community event, an offline Namma Angadi was initially planned. However, MIC, Namma Bhoomi, and Manipal did not foresee the sudden second wave of COVID-19 in Manipal. The originally planned, physical exhibition cum sale was canceled. Instead, the team after quick consultations with the Director and Namma Bhoomi authorities decided to move Namma Angadi 2021 online under the fruitful mentoring of the faculty co-ordinator **Ms Sowparnika Pawan Kumar Attavar**. In lieu MIC decided to use Instagram, Facebook, and WhatsApp as the platforms for selling Namma Angadi products. To achieve this, an easy-to-navigate digital product catalog was created which was shared with the customers and promoted on social media. In addition, the student team also created a real-time inventory management system to track the availability of stocks. The first-ever digital Namma Angadi collected a whopping

Rs 4,48,000 over three days, despite limited products and digital novelty. It catered to more than 200 customers, making it a grand success. The event was not without its crises, but the teams worked hand-in-hand to pull the event out of all issues.



Customer feedback:

"This online thing is a great help! Have been in Manipal for 8 years. Now in Rajasthan so was thinking that I'll miss it..but thanks to you guys!" - **Dr Vandana (physician)**

"Congratulations to the entire team Namma Angadi for this wonderful initiative promoting and providing a platform for Desi fabric...you people deserve a big applause." - **Maresh (journalist)**



MIC Events & Highlights

Article-19 on 26th March 2021 in the digital mode.

Despite the debilitating onslaught of the pandemic and the infra-structural issues in holding an event, MIC celebrated its flagship event Article-19 on 26th March 2021 in the digital mode. This was a robust attempt to reach out to all students of MIC who have forged its success over the years. **Ms Shruthi Shetty**, the faculty co-ordinator of A-19, steered the event to its zenith.

INAUGURAL KEYNOTE SPEAKER

ARTICLE 19
FREEDOM, YOUR RIGHT

HARISH BIJOOR
Brand Guru & Founder,
Harish Bijoor Consults Inc.

DATE: 26TH OF MARCH
TIME: 10:30 AM

GUEST SPEAKER

ARTICLE 19
FREEDOM, YOUR RIGHT

NIKHIL KANEKAL
Creative Producer, Writer &
Marketing Head, Credwatch

DATE: 26TH OF MARCH
TIME: 12:00 PM

the Alumni-connect Series

As part of the alumni-connect series, the Dept of Media Studies spearheaded by **Dr Shubha H S** had two webinars scheduled in the digital mode. **Ms Chaitra Giridhara**, Executive Producer, Non-fiction - Colors Kannada, presented the first webinar on 18th May 2021. **Ms Nisrin Aziz**, Artist & Filmmaker, presented the second webinar on 19th May 2021. **Mr Shreeraj Gudi**, the Alumni.

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MANIPAL
18, Commissioner's area of MAHE, Manipal

ALUMNI CONNECT SERIES

Nisrin Aziz
ARTIST & FILMMAKER

<https://tinyurl.com/dcmws7t8>

Wednesday, 19th May 2021 @10:30 AM

Dr Padma Rani Director | Mr Shreeraj Gudi Alumni Cell Coordinator | Dr Shubha H S Series Coordinator

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18, Commissioner's area of MAHE, Manipal

ALUMNI CONNECT SERIES

Chaitra Giridhara
Executive Producer, Non fiction
Colors Kannada

<https://tinyurl.com/3urd5d5m>

Tuesday, 18th May 2021 @10:30 AM

Dr Padma Rani Director | Mr Shreeraj Gudi Alumni Cell Coordinator | Dr Shubha H S Series Coordinator

MIC Events & Highlights

Fight against misinformation

In the fight against misinformation, empowering citizens in India and through news and information literacy, a unique training programme was hosted by MIC on the topic 'Disinformation and Fake News', 22nd May 2021. The guest speaker for the occasion was FactShala Trainer, **Ms Geetika Vashishata**.

Internews
fact शाला
INDIA MEDIA LITERACY NETWORK
data LEADS

Training Hosted by
Manipal Institute of Communication, Manipal, MAHE, Karnataka

ON
'Disinformation And Fake News'

Ms Geetika Vashishata
FactShala Trainer

DATE: 22nd May
TIME: 11 AM- 1PM

www.factshala.com | #FactShalaLearning



A UKERI grant of 41,300 pounds was received by Edinburgh Napier University – UK in association with Manipal Institute of Communication, which posited the prospects of travel of two faculty and 20 students for 20 days to visit Manipal, in order to get familiarized with the working of the media & entertainment industry as well as to provide a cultural exposure to India. The program was scheduled for the Summer of 2020. Although, the grant could not be implemented due to Covid lockdown and associated travel restrictions.

Special Coverage | JP Nadda likely to replace Amit Shah as BJP chief, party leaders to meet in Delhi for election

Volume XXI | Issue V | Manipal Institute of Communication | Saturday | September 15, 2018 | Manipal

AM Plus the enterprising college magazine of Manipal Institute of Communication took to a new avatar during the covid lockdown period and transcended its weekly print status; this time newly operated published as well as upgraded in the online mode. In the process students started working on their articles in the vicinity of their homes, cutting across cities spread over India and abroad, gathering information from telephone interviews and by networking on platforms such as Whatsapp and MS Teams. Finally, they put up their collaborative output by creating a virtual site of their own which catered to a wider audience. So much for a brave new world of information dissemination.





3. Faculty & Staff Updates

MIC welcomed two new faculty members into its club in year 2020:

Prof B P Sanjay, & Dr Chandana Kumar Vemana.



Dr B P Sanjay had his academic training in communication and journalism in Bangalore and obtained a PhD from Simon Fraser University, Canada. He taught at Madras University and MS University, Tirunelveli before he moved to University of Hyderabad as a Professor in 1995. He was involved in studying the historic SITE experiment and his professional expertise and interests are in the areas of political economy of information and communication technologies, development communication, and international communication. Ever since, he has been associated with various national and international bodies that chalk out policies on media education and research. Notably, on the administrative front, he was the Director of the Indian Institute of Mass Communication (IIMC), Delhi, and the Pro Vice-chancellor of the university. He also served as the first Vice-Chancellor of Central University of Tamil Nadu, Thiruvavur, between 2009 and 2014. Meanwhile, he was the Director of the College of Integrated Studies at the university, and served as the Pro Vice-Chancellor of the university between June 2016-July 2018.

Most prominently, Dr Sanjay is part of the Editorial Advisory Board of Journalism and is a Mass Communication Educator.

Recently, Professor B P Sanjay presented his quintessential views on the topics “Time Management for a Teacher” and “Issues in the competitive world for Teachers” in an Induction Training Program for faculty members of HEIs conducted by the Central University of Rajasthan, on 24th and 25th January 2021.

Dr Sanjay was also invited as the chairperson for ‘plenary session 3’ in the 4th National Media Conclave – 2020 which presented the broad theme of “Communication for Social Change” - 21 and 22 Nov 2020, Odisha, India.



Dr Chandana Kumar Vemana had completed a doctoral study at Pondicherry Central University as a UGC Senior Research Fellow awardee in Performing Arts. The creative amalgamation of Art and Media technology was focused intensively in the area of ‘Media Projection design for Multimedia Art’. He has a Master’s degree in Performing Arts with the specialization in Theatre Arts with UGC NET (Performing Arts), a Master’s degree in Visual Communication with UGC NET (Visual Arts), and a Master’s degree in Journalism and Mass Communication with UGC NET (Journalism and Mass Communication). Dr Chandana has worked in various administrative and teaching positions at esteemed institutions like Manipal University Jaipur, and K L University, Andhra Pradesh. His current area of teaching and research interest is Television Production, Visual Semiotics, Production Design, and Acting for Media.

Condolence



MIC condoled the grievous loss of an exceptionally talented and spirited ex-faculty member **Dr Rukma Vasudev**, November 2020. Dr Rukma used to teach Technical Writing and other aspects of Corporate Communication in MIC during her tenure.

Faculty & Staff Updates

Dr Padma Rani - Director - MIC

- An online faculty development programme was conducted by **Dr Padma Rani** for Sashimi Jain College, Chennai, on the topic: “Publishing in High Quality Journals” – 10th June 2020.
- Key speaker in the international webinar held on 17th & 18th June 2020, organized by the Department of Mass Communication & Videography, Rabindra Bharati University.
- Presented a webinar on “Connecting Media and Information Literacy” in the International Webinar Series on Digital & Media Literacy in Disinformation Age, organized by the Department of Visual Communication, Kumaraguru College of Liberal Arts and Science, 30th July 2020.

- Dr Padma Rani** with her co-authors **Dr Manjushree G Naik** and **Dr Binod C Agrawal** in a conjoint Media Research Centre – MIC venture, have their research work titled “Widening the Wedge: Digital Inequalities and Social Media in India” published in a Palgrave publication titled Digital Inequalities in the Global South (pp.79-101), June 2020. DOI:10.1007/978-3-030-32706-4_5



- Presented a talk on “Navigating Reputation in the Post-COVID era” at The Communicator’s Assembly Point, an initiative of AdFactors PR, 31st July 2020.
- Part of the ‘Immersive learning Challenges and Opportunities’ - National Webinar on Educational Technology, organized by School of Media & Communication, Centurion University of Technology & Management, 31 August 2020.
- Speaker for a plenary session: ‘Corporate impact on Media Education: Pains and Pleasures’ at the International web convention celebrating 100 years of media education, decoding the South Asian Mystique, on 20 December 2020.

Dr Nandini Lakshmikantha – Senior Professor – MIC

- Paper titled “Sensitivity towards patient’s presence to avoid violent situations in hospitals: An observatory study”, was published in the Journal of Family Medicine and Primary Care, Vol 10, Issue 3, pp. 1359-1363, 2021. **Mr B Shivananda Nayak, Mr Mohan Kashinkunti, Mr Shivalingappa B Javali, Ms Sananda Mukherjee**, were co-authors in the Scopus indexed publication.
- Panel member in the National Symposium on ‘National Education

Policy and Media Education in India – Challenges and Opportunities’ organized by School of Arts, Humanities and Social Sciences, Department of Media Studies, Reva University, 17th May 2020. On the occasion **Dr Lakshmikantha** discussed the topic “Role of Media Educator in Media Education in India – Present and Future Analysis”.

Dr Shubha H S – HOD Dept of Media Studies – MIC



- Pioneered the ‘Alumni Connect - 2020’ series of special lectures which brought various batches of students together on an interactive platform.
- In the capacity of Exam Supervisor, online digital exams for MIC students 2020 was conducted successfully amidst the challenges of the pandemic.
- Chaired a session at the EduCon 2020 International Conference on Education 4.0: Opportunities & Challenges, Shia PG College, August 2 – 2020.
- Conducted an online briefing session on the need for good ‘Communication Skills’ during the Student Induction Program (SIP) of the Nursing College- MAHE on 10th September, 2020. **Dr Shubha’s** talk stressed the importance of diverse ways of communicating with different types of patients whom students come across while providing nursing care in their clinical area.
- Scopus Publication: **Muralidhar S, Sasidharanpillai S, Jazeel A, Sarthak P, Oliver Dsa, Shubha H. S.** et al. (2020). Development and Evaluation of a Mobile App for Guiding Rabies Prophylaxis among Health Care Professionals in India. Indian Journal of Community Medicine; 45(4) :473-7.
- Scopus Publication: **Rege R S & Shubha H.S.** (2020). A Study on the Rise of Listicles and its Consumption by the Millennials. Journal of Critical Review, 7(14). ISSN:2394-5125
- Conducted a programme on career guidance: “Knowing Media & Communication” – 8th May 2021



Faculty & Staff Updates

Dr Padmakumar – HOD Dept of Corporate Communication – MIC

- Panel Member on Advertising and Corporate Communication, Media Meet 2020, a three-day Online International Conference on the theme of “Media Literacy”, organized by the Department of Media Studies, CHRIST (Deemed to be University) between 27 and 29 August 2020.
- Officially recognised as PhD Supervisor at the Manipal Institute of Communication, MAHE, Manipal (November, 2020).
- Conducted a workshop on “Acting for Beginners” for Animation and Film Making students of iNurture Education Group on 13th November, 2020.
- Keynote Speaker for the “Youth Communication Day - 2020 International Conference” organized by Universitas Ahmad Dahlan, Indonesia, December 15th and 16th 2020.



- Conducted guest lecture sessions on “Trends in Corporate Communication” for students of IIMC, New Delhi and IIMC, Kottayam (January 2021 to February 2021).
- Conducted a webinar on “Career Prospects in Media & Communication” on March 20th 2021, organised by School of Communication & Information Science, University of Kerala, Thiruvananthapuram.
- Paper Publication: **A Nair & Padmakumar K** (2020), Analyzing Tinder through User Motivations and Experiences among Indian Young Adults, Indian Journal of Marketing, ISSN 0973-8703, Aug-September 2020. DOI: 10.17010/ijom/2020/v50/i8-9/154690 (Q 3 Scopus Indexed; UGC CARE and ICI)
- Paper Publication: **M Benjamin & Padmakumar K** (2020), Representation of Suicides in Print Media, Journal of Media and Communication. Volume (3), Issue 1. eISSN: 2581-513X (UGC CARE, EBSCO and ICI)

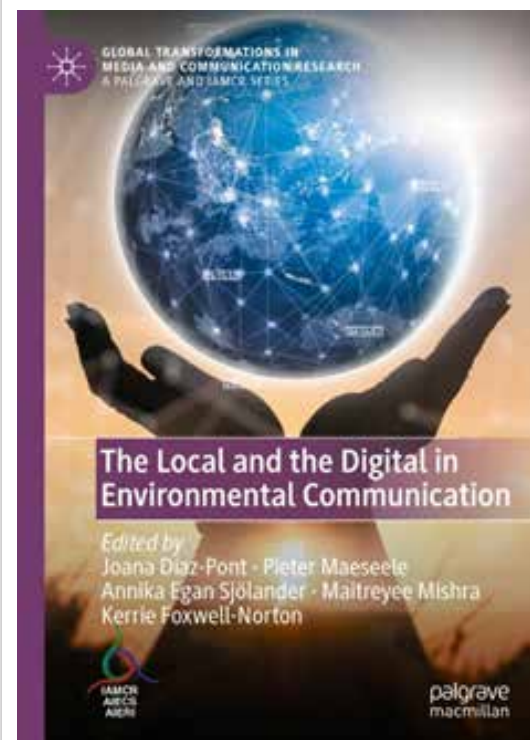
Mr A C Balaji – HOD Dept of Animation – MIC

- Presented a webinar on the topic “Trends and Training in Graphics and Animation” in the National level Webinar series titled Media Insights, on 15th August 2020. The webinar series was organized by the Department of Electronic Media, Bangalore University.

Ms Maithreyee Mishra – Dept of Media Studies – MIC

- Vice Chair- Environment, Science and Risk Communication WG, International Association for Media and Communication Research (IAMCR)
- New Book: **Díaz-Point, J., Maesele, P., Egan Sjölander, A., Mishra, Maitreyee., & Foxwell-Norton, K.** (Eds). (2020). The local and the digital in environmental communication. Cham, Switzerland: Palgrave Macmillan. <https://www.palgrave.com/>
- Book Chapter: **Mishra, Maitreyee.** (2020). Environmental Journalism in India: Past, Present and Future. In: Sachsman, D. B. & Valenti, JAM. (Eds). Routledge Handbook of Environmental Journalism. Abingdon, UK: Routledge.

<https://www.routledge.com/Routledge-Handbook-of-Environmental-Journalism-1st-Edition/Sachsman-Valenti/p/book/9781138478503 gp/book/9783030373290>



Faculty & Staff Updates

Dr Binayak – Dept of Media Studies - MIC

- Research paper titled “Seeing Kolkata: Globalization and the changing context of the Narrative of Bengali-ness in Two Contemporary Films” was published in the journal Asiatische Studien – Etudes Asiatiques (Issue 73, vol. 3).

Mr Anjaneya Prasad Kumar Kokku – Dept of Animation Studies - MIC

- Awarded a certificate on having completed the online course on “Satellite Photogrammetry and its Application”. The course was conducted by Indian Institute of Remote Sensing (IIRS) at their outreach network centre, between 29th June to 3rd July 2020.

Ms Anupa Lewis – Dept of Media Studies - MIC

- Journal Article: ‘Poles Apart, Roles Alike: A Perspective on Ethics’ in the Journal Tuluva [ISSN-2347-3452], Vol 10, Issue 1 & 2, pages 41-44, published by **Rashtrakavi Govind Pai Samshodhana Kendra.**
- International Conference Presentation: ‘A Gynocentric Perspective on the Narrative Cosmology Constructed in Ursula K. Le Guin’s ‘The Earthsea Cycle’, ACCS2020 Virtual Presentations [54737], May 2020. IAFOR: <https://vimeo.com/422691372>
- International Conference Presentation: ‘Space as a Sign System’: Exploring Lexical Semantics in relation to Cultural Geography, ACAH2020 Virtual Presentations [54796], May 2020. IAFOR: <https://vimeo.com/421368146>
- Journal Article: **A Lewis, P Rani,** ‘Lexical Semantics: Mapping Gender and Cultural Geography in Ursula K. Le Guin’s Speculative Fiction’, Vol 9, Issue 2, pages 26-37- Journal of Literature & Librarianship (Scopus indexed). IAFOR: <https://doi.org/10.22492/ijl.9.2.01>
- Resource person for Webinar: ‘Creative Writing’ for story-crafting in relation to short films, 25th May 2021, for iNurture Education Solutions.

Mr Shreeraj Gudi – Dept of Media Studies – MIC

- Successfully cleared K-SET exam in Mass Communication, December 2020. K-SET is an equivalent exam for NET in the state of Karnataka.
- Nominated as member of the prestigious “**Karnataka Chalanachitra Academy**” by the Govt. of Karnataka, Sept 2020

(Weblink: <http://kcainfo.in/en/>). KCA is a body constituted by the govt of Karnataka under Information and public relations department to promote culture of cinema and ushering professionalism in Kannada film industry.

- Empaneled for the selection of Gandhi Fellowship offered by



Piramal Group, for the year 2020-2021. In this connection, he was part of two panels to select candidates from the Eastern region and the southern region of the country.





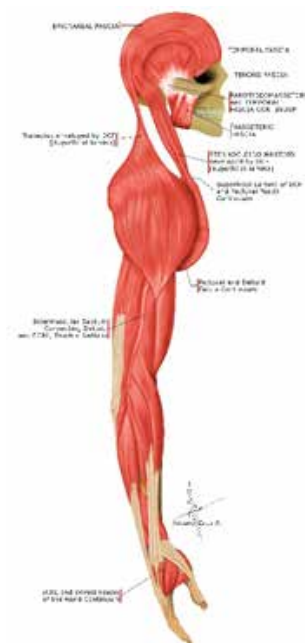
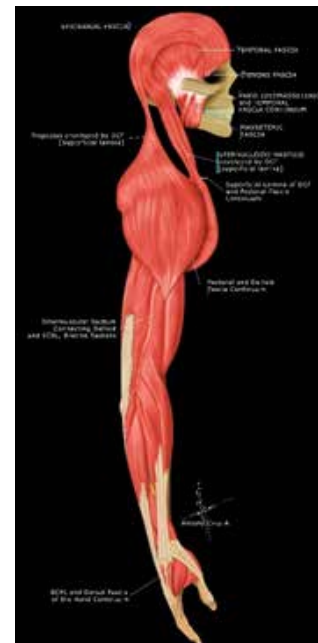
Faculty & Staff Updates

Ms Sowparnika Pawan – Dept of Corporate Communication - MIC

- Completed a certificate course in Media Relations for PR by Muckrackers Academy in May 2020.
- Presented a paper on the topic, “From WhatsApp chat to cartoons on Hotstar: nature and extent of digital devices used by young children in Manipal” at the International Conference on Healthcare and Technical Research on 30th-31st October, 2020.
- Published a reflective commentary on the topic, ‘Connected to devices, disconnected from children: struggles of urban, dual-earning parents in India during COVID-19’ in the Journal of Children and Media (Q1- Scopus) in March 2021.

Mr Antony Marie Cruz - Dept of Animation Studies - MIC

- Schematic design in the scopus paper publication titled: “The plausible role of Deep Cervical Fascia and its continuum in chronic craniofacial and Cervicobrachial Pain: A case report”; vol 6, issue 7, July 2020. <https://doi.org/10.1016/j.heliyon.2020.e04560>



Mr Kartikey Goswami – Dept of Media Studies - MIC

- Book chapter titled “Film Business: Challenges and Concerns- A Case Study on Female Producers and Directors belonging to Kannada Film Industry” authored by **Dr Nandini Lakshmikantha and Mr Kartikey Goswami** is published in “A Panoramic View of Women in Indian Cinema” edited by Dr Tamilselvi N, Dr Shourini Banerjee (published by RIACME OPC 2021, RIACME PUBLICATIONS)

Mr Deepak B J – PhD Scholar MIC

- Deepak BJ, Usha M Rodrigues, Padma Rani** - “Mediamorphosis of Regional Newspapers: Utilization of the Internet’s Potential by Kannada Media” in Asia Pacific Media Educator; Volume 30 Issue 1, 2020; <https://doi.org/10.1177/1326365X20941398>
- Deepak BJ, Usha M Rodrigues, Padma Rani** - The Internet Potential: the study of Indian News sites, SEARCH Journal of Media and Communication Research 12(2) 2020

Retirement Status:

MIC celebrates the dedicated and forthright achievements and service of the following personnel who have aided the Institute in its growth and exuberance over the years:

- Mr Shyam Bhat** – Co-ordinator Manipal Community Radio (28 Feb 2021)
- Ms Rathi Nair** – Chief Librarian – Selection Grade, MIC library (31 May 2021)
- Mr Nithyanand Nayak** – System Engineer (31 May 2021)

Faculty & staff training for the online

- Google Meet Orientation (16 March 2020)**
- Impartus Orientation (18 March 2020)**
- MS Teams Orientation (3 June 2020)**

4. Student Activity & Alumni Pin-Ups

Director Duo

Ranadeep Bhattacharyya & Judhajit Bagchi



Director Duo Ranadeep Bhattacharyya and Judhajit Bagchi are National Award and Cannes winning Indian filmmakers based in Mumbai and have been working together under their production house Yaanus Films. Together they have more than 15 years’ experience in the filmmaking industry in various capacities: as Conceptualizer, Writer, Director, Cinematographer, Editor, Producer and Photographer, and have worked in over 500 odd ad-brand and corporate films. Interestingly, they are the first and only Indian filmmakers to win the prestigious Cannes Dolphin Award, twice in a row at the Cannes Corporate Media & TV Awards 2015 & 2016 for their ad films along with several other international awards. Their fashion films have been showcased at top International Fashion Film Festivals. They have written, produced and directed the award-winning short film ‘Amen’ on the issue of child sex abuse and gender identity. This was included on the list of top 30 LGBT Films from across the world at Iris Prize Festival, LGBT Oscars in 2011 along with being awarded the Best Narrative Short at Kashish Mumbai International Queer Film Festival and the Best Short and Scriptwriting Award at IDPA Awards 2011. Amen is the only Indian Short Film to be integrated into the syllabus of Gender and Sexuality Studies at the Kinsey Institute, Indiana University & The Department of Women’s Gender & Sexuality Studies, The Ohio State University. In 2020, their short film ‘Children of the Soil’ on the issue of farmer suicide was awarded the National Award by Govt of India along with Best Experimental Film Award at major international film festivals like Oregon Independent Film Festival,

Academy Qualifying Interfilm Festival Berlin, Indian Film Festival Stuttgart and AM Docs, to name a few. Ranadeep is a bibliophile, published writer, digital artist with book illustrations and is associated with the spiritual circle ‘Zanaan’ as the Art Director. Meanwhile, Judhajit is an acclaimed photographer with his work featured on Rolling Stone India Cover, Erotico Magazine, while he has won renown at the Paris Photo Prize & other International Photography Awards. (source: online)

Students of MIC

Ms Tejaswini, Mr Yashwant Srihari & Mr Pradyumna



Three students from MIC, **Ms Tejaswini, Mr Yashwant Srihari and Mr Pradyumna** have their news stories published in an international forum, collectively presented in a book titled “Hold Your Story: Reflections on the News of Sexual Violence in India”, edited by Mr Chandu Sreedharan, Mr Einar Thorsen and Ms Asavari Singh, August 2020. The students were mentored by Dr Manjushree from MIC.



Student Activity & Alumni Pin-Ups

Students of MIC get

Accolades for their short film

MIC students won accolades for their short film at two Indian Festivals, i.e. the Tagore International Film Festival and the Calcutta International Cult Film Festival – in the ‘Student Film category’ and the ‘**Outstanding Achievement Award category**’ respectively. Alongside these two Indian Film Festivals, the film was also selected at the Tokyo based ‘Top Indie Film Festival’ and the Toronto based ‘Alternative Film



Festival’. At the ‘Top Indie Film festival’ the film was a nominee in the ‘**Best Experimental Short category**’ and ‘**Best Original Idea category**’. Whereas at the Alternative Film Festival, the film was a semi-finalist in the ‘Best Student Film- Shorts’ Category. Their efforts are documented in the following weblinks:

<http://www.topindiefilmawards.com/>

<https://altff.org/onewebmedia/WINNERS%20of%20ALTFF%20Summer%202020.pdf>



Liked by kavitanagasampige and 179 others
micmanipal #MICfeatures congratulates Sanath Balkur for the immense success of the documentary called "dhivarah: a way of life" which has been selected for the American Pavilion Emerging Filmmaker Showcase at the @festivaldecannes in France. The film reflects on the hardships faced by the coastal fishing community due to climate change, and industrial fishing. Sanath is credited as the "Production Co-ordinator" and also played the role of a principal researcher, interviewer, and sync sound recording engineer. The film has also received the first time filmmaker award at @intloceanfilmfest and was also the finalist for the Orion film festival in New York.

Talking about his time at MIC, the 2020 graduate mentions that the kind of friendly learning environment he encountered here was one that helped him build up the confidence to take on such a responsibility. "It nourishes a student's sense of community responsibility and equips one with necessary technical and social communication skills", he adds.

We congratulate Sananth for this extraordinary achievement and wish him the best for all his endeavours ahead.

Student Activity & Alumni Pin-Ups



109 likes
micmanipal We would like to congratulate Rumi Ambastha (@chasing.komorebi), an alumni of MIC (BAJC 2008), and director of brand marketing at The Man Company and the team of 'Gentleman kisse kehete hai' on receiving the prestigious Blue Elephant in writing for films at the Kyooris Awards.

'Gentleman kisse kehete hai' was conceptualized in house by Rumi and her team under the guidance of Mr. Hitesh Dhingra, Founder of The Man Company. The idea was powerfully translated into words by writer Gaurav Solanki and narrator Ayushman Khurrana. According to Rumi, her love for advertising started within the walls of Manipal Institute of Communication.

We here at MIC are very proud of her and looking forward to whatever comes next from her imagination to our screens.



Liked by dr.padma.rani and 95 others
micmanipal We are pleased to announce on #MICFeatures the launch of the book 'Love at Manipal', authored by our alumnus, Siddhartha Vankar (@siddhartha_vankar) of BAJC, 2001 & MA Comm, 2004.

The book, which is now available on Amazon, is inspired by Siddharth's five years in Manipal as an undergraduate, and later, a postgraduate student at MIC.

We are proud of Siddhartha's achievement with the book and wish him good luck for his future successes.

Student Activity & Alumni Pin-Ups

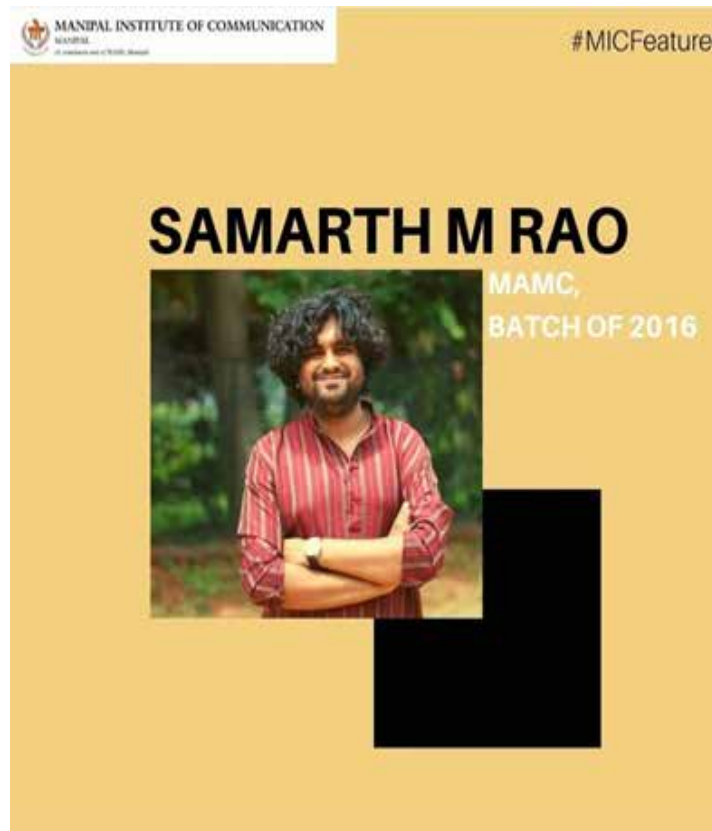


Liked by [dr.padma.rani](#) and 133 others

micmanipal #MICFeatures presents to you, the team behind The Wilderness Live (@the_wilderness_live), a podcast series that has been ranking in the Top 5 Apple Podcasts list under Wilderness category in India and has gone as high as No.2 on the charts. The 2 month old podcast, centered around living in the wild, animal conservation, food & culture, is hosted by Aditi (Rose) Saksena, Aashutosh Ingle, and Shashwat Swaroop Garg of BAMC, 2021, and edited by Rupraj Sahoo (BAMC, 2021) along with Hasmitha Mahadasyam. Adithya V.P from 3rd year BA. Animation is the man behind graphics for the podcast.

The podcast was started as a means to fund the company, going by the same name, which was co-founded by Aditi & Aashutosh, who share the love for storytelling. Two seasons in, it has taken a life of its own and there's no denying it. The podcast is available for listeners on Apple Podcasts, Google Podcast, Spotify, Amazon Music and other platforms.

We love the passion these students have for what they do and wish them luck.



Liked by [jinumaria95](#) and 116 others

micmanipal #MICFeatures would like to introduce you to Samarth Rao, MAMC batch of 2016. After three years of experience having donned many hats within the Kannada film industry, he is now making his debut as a story & screenplay writer with the film "Rathnan Prapancha", slated for release in 2021. He will also be the associate director of the film. Swipe to see what he has to say.

We wish him all the luck as we eagerly wait for the movie.

Student Activity & Alumni Pin-Ups



Liked by [bhumameghana](#) and 155 others

micmanipal #MICFeatures brings to you "Investigation of a Dog", a short film written and directed by Utsha Sarkar (@utsha0009), a student of MAMC batch 2020 and the student council president for the academic year 2019-2020.

The film was a graduation project which crossed academic boundaries and got nominated for many awards across film festivals and has won at Calcutta International Cult Film Festival and Tagore International Film Festival

Utsha would like to thank his professors Mr.Vinyasa Hegade (@vinyasahegade) and Dr.Binayak Bhattacharya along with his fellow students at MIC Aaron Dean D'Souza, Pranoy D'Souza (@whydoweneedthisnow), Ananth Rajesh (@exposapien), Andre Jefferson Harry (@andre.j.harry) for helping him greatly with this film.

We could not be more proud and we wish Utsha more success in the years to come.



Liked by [dr.padma.rani](#) and 63 others

micmanipal In this edition of #MICFeatures, Manipal Institute of Communication is congratulating Sukanya Chakraborty, Head - Corporate Communication & CSR, VFS Global. She is an alumna from our first batch of MS Communication (1999) and is being awarded Communicator of the Year at the exchange4media PR and Corp Comm Women Achievers Summit and Awards 2020.

The award is aimed at identifying, acknowledging and felicitating women leaders who are shaping the industry through their incredible work. The first edition was held virtually, on 29th June, 2020.

We are very proud of everything that she has achieved and wish her more success in the years to come.

Student Activity & Alumni Pin-Ups



Liked by [dr.padma.rani](#) and 100 others

micmanipal In these tough times of the Coronavirus pandemic, it is heart-warming to watch Safah Sait (@safah_sait), an alumna of Manipal Institute of Communication – BAMC 2018 Batch, start the agency 'Brand Therapy' (@thisisbrandtherapy), centered on the idea of helping small-scale businesses rebuild their image, after being badly struck by the havoc, that the pandemic has wreaked. Brand Therapy, an idea that went public on June 24, 2020, is an aim to help small brands carry their business to the digital platform, mainly through social-media marketing.

Brand Therapy is constituted of friends and colleagues, who have come together for this initiative, and they all work remotely from different cities of India. Right now, they are offering digital marketing and branding services, to any small business that reaches out to them. They have had over 30 queries of small brands reaching out to them for help, within the short-span of just two weeks, and they offer agency level work, at a 'Pay-What-You-Want' model.

We, at Manipal Institute of Communication are extremely proud of Safah's initiative, and we wish her success in all her endeavours.



87 likes

micmanipal Today, #MICFeatures brings to you the title track MV of AIB's Chintu Ka Birthday edited by our very own Mridul Kalra (@imridulkalra) of 2nd year BAMC. The music video tells the story of the reception of the film and the background of a poem. The video has over 58k views on @allindiabakchod . We here at MIC are happily cheering for Mridul, as he takes steps towards great achievements right from our corridors.

TMA PAI Scholarship

MIC has three new TMA PAI scholarship students pursuing their PhD this academic year 2020/21:

Mr Ananthu Nair,

Ms Nitisha Kashyap,

Ms Ashwini Adigal.

5. Online Lectures & Webinars / Visitor Specs

Lecture Series in Media & Communication Studies - MIC



As part of an online lecture series organized in the sphere of Media & Communication Studies, **Dr Massimo Ragnedda**, Senior Lecturer at Northumbria University, Newcastle, UK, addressed MIC faculty and students in the virtual mode on 12th June 2020. The topic he addressed was: "Conceptualizing and measuring Digital Capital".



As part of an online lecture series organized in the sphere of Media & Communication Studies, **Dr Balasubramanian Ramani**, addressed MIC faculty & students on 23rd June 2020. His topic was: "The role of Communication in Leadership during crisis". Dr Balasubramanian is an Advisor and Regional Coordinator of India Relations at the Leibniz University of Hannover, and is one of the Directors at the Centre for Modern Indian Studies (CeMIS-UC) and the German Research Centre for Comparative Vocational Education and Training in the University of Cologne.



As part of an online lecture series organized in the sphere of Media & Communication Studies, **Mr Sourit Bhattacharya**, Lecturer in Postcolonial Studies at the University of Glasgow, addressed MIC faculty & students on 26th June 2020. His topic was: "Catastrophic Realism: Theorizing an Aesthetic of Crisis".



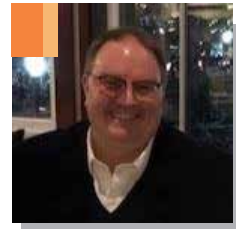
As part of an online lecture series organized in the sphere of Media & Communication Studies, **Dr Robin Mansell**, Professor in the Department of Media and Communications, London School of Economics and Political Science, addressed MIC faculty & students on 4th July 2020. Her topic was: "Injustices of Digital Transformation". In a broader context, Dr Mansell's research areas include technology innovation, digital platform governance and its socio-political and economic consequences.



As part of an online lecture series organized in the sphere of Media & Communication Studies, **Dr Beatrice Dernbach**, Professor for Journalism at Technische Hochschule Nurnberg, presented a webinar on "Sustainability Communication in the local area" – 17th July 2020.



As part of an online lecture series organized in the sphere of Media & Communication Studies, **Ms Louisa Ha**, Editor-in-Chief of Journalism and Mass Communication Quarterly, addressed MIC faculty & students on 24th July 2020. Her topic was: "YouTube and the Future of Online Video Audience Research".



As part of an online lecture series organized in the sphere of Media & Communication Studies, **Mr Timothy W Pollock** addressed MIC faculty & students on the topic "Social Semiotic Theory and Japanese Cinema", 25th July 2020. Mr Pollock is the associate editor of the IAFOR Journal of Media, Communication & Film, and is part of the editorial board of the International Journal of Instruction, Technology, and Social Science.



As part of an online lecture series organized in the sphere of Media & Communication Studies, **Mr Rajarshi Mitra** from the Department of Humanities and Social Sciences Indian Institute of Information Technology, Guwahati, addressed MIC on 7th August 2020. His topic during the session was centered on: "Film Censorship and Exhibition in India during the Great War (1914-1918).

Alumni Connect Series 2020 - MIC



ALUMNI CONNECT SERIES

Session 1



Faizan Patel

MS (Communication) 2011

Listed as one of the best candid wedding photographers in Delhi, Faizan divides his time between High-end destination weddings and his love for exploring new places. He has covered more than 100 weddings in a span of nine years. For him, photography is a piece of art that can be preserved for ages as it freezes moments in the form of pictures.

Tuesday, September 1st, 2020 @ 3 PM

on

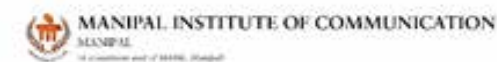
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Dr Padma Rani
Director

Mr Shreeraj Gudi
Alumni Cell Coordinator

Dr Shubha H S
Series Coordinator



ALUMNI CONNECT SERIES

Session 2



Anirban Paul

BAJC 2017

Anirban graduated from MIC as a gold medalist. After college, he explored his passion for journalism when he worked with Reuters News as a correspondent. In addition to being an independent consultant with Northeast Today, he is pursuing his Masters at NLS Bangalore.

Wednesday, September 2nd, 2020 @ 3 PM

on

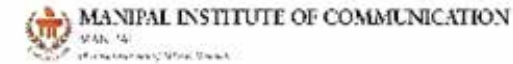
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Dr Padma Rani
Director

Mr Shreeraj Gudi
Alumni Cell Coordinator

Dr Shubha H S
Series Coordinator



ALUMNI CONNECT SERIES

Session 3



Zoheb A. Shah

BAJC 2004
MS (Communication) 2006

An experiential marketing industry expert Zoheb's career spans across the international events & exhibitions industry, Advertising, Brand activation and Films with agencies like INDO, Ogilvy & Mather, DDB Madra & Denton. He is currently the Country Account Lead with George P Johnson, world's premier event marketing and experience marketing agency.

Thursday, September 3rd, 2020 @ 3 PM

on

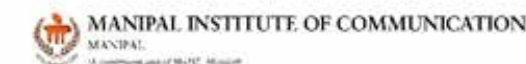
<https://tinyurl.com/y4vedfour>



Dr Padma Rani
Director

Mr Shreeraj Gudi
Alumni Cell Coordinator

Dr Shubha H S
Series Coordinator



ALUMNI CONNECT SERIES

Session 4



Sukanya Chakraborty

MS (Communication) 1999

Sukanya is a communication and marketing leader with 21 years' experience in global IT services, Outsourcing, and community start-up companies. Currently working as VP & Head of Corporate Communications & CSR at VFS Global, the world's largest outsourcing partner for governments worldwide for visa, consular, passport and citizen services.

Friday, September 4th, 2020 @ 3 PM

on

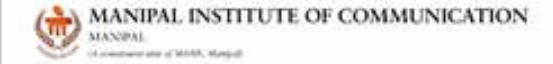
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Dr Padma Rani
Director

Mr Shreeraj Gudi
Alumni Cell Coordinator

Dr Shubha H S
Series Coordinator



ALUMNI CONNECT SERIES

Session 5



Shaurya Mundel

BSc Animation 2013

Shaurya is a Lighting Artist with Boulder Media, Dublin, where he is responsible for creating the final compositions on an animation feature film for Hasbro Inc. Aiming to become a Lighting Supervisor, he is personally working on creating a two part psycho-thriller novel and adapting it into a feature film.

Saturday, September 5th, 2020 @ 3 PM

on

<https://tinyurl.com/y34s7xpd>

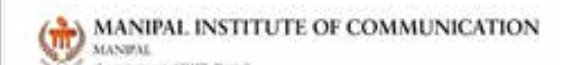


Dr Padma Rani
Director

Mr A C Balaji
HOD - Animation

Mr Shreeraj Gudi
Alumni Cell Coordinator

Dr Shubha H S
Series Coordinator



ALUMNI CONNECT SERIES

Session 6



Anirudha Subramanya

MS (Communication) 2012

After freelancing in television reality shows like Big Boss Hindi and Kannada for a few years, Anirudha started working with Viacom 18 Media Pvt. Ltd. as Producer for Non-Fiction for Colors Kannada channel. Currently he is the Executive - Producer of five reality shows and several other live events of the channel.

Monday, September 7th, 2020 @ 3 PM

on

<https://tinyurl.com/y6skr2ef>



Dr Padma Rani
Director

Mr Shreeraj Gudi
Alumni Cell Coordinator

Dr Shubha H S
Series Coordinator



Headstart 2020 'Voices that Matter' – MIC

MANIPAL INSTITUTE OF COMMUNICATION
MANIPAL
A constituent unit of MAHE, Manipal

HEADSTART 2020

'VOICES THAT MATTER'

SEPTEMBER 2020

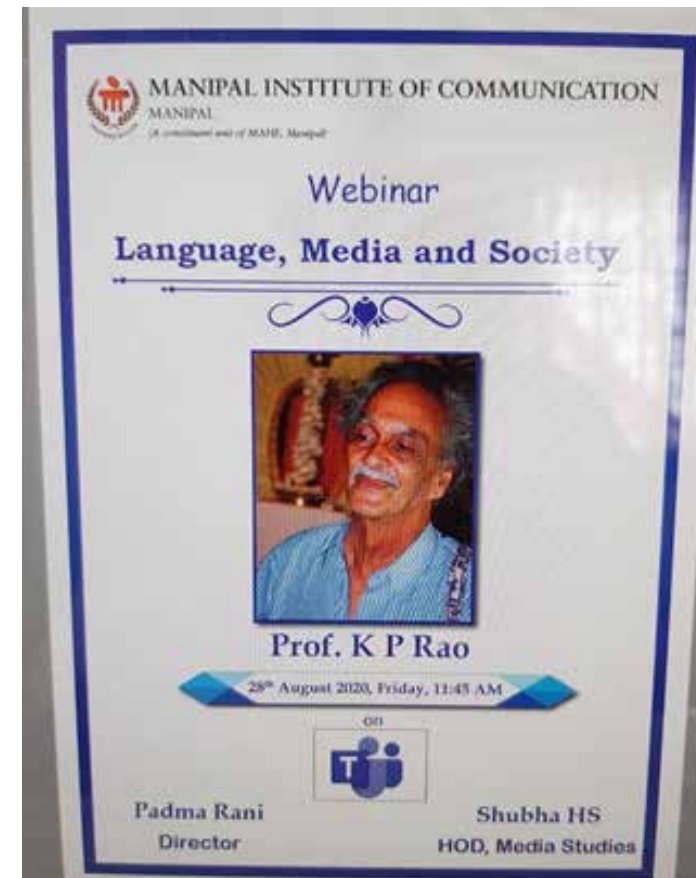
DATE	NAME	ROLE	TIME
08	Silawat Irshad	Host - Growth Mindset Podcast	4:15 - 5:15
09	Vikram Kharvi	Vice President, Adfactors PR	4:15 - 5:15
10	Shipra Singh	Senior Vice President, Ruder Finn India	4:15 - 5:15
11	Sunitha Subramaniam	GM - Corporate Communication, TAFE	4:15 - 5:15
12	Siva	Production & Recruit Consultant	4:15 - 5:15
15	Nikhil Kharoo	Head of PR & Partnerships - FitBit, Asia Pacific	4:00 - 5:00

MICROSOFT TEAMS
<https://tinyurl.com/y4jldtyp>

Dr. Padma Rani, Professor & Director
Dr. Padmakumar K, Assoc. Professor & HOD, Event Co-ordinator

- **Mr Silawat Irshad**, Host-Growth Mindset Podcast, spoke on the topic: “Podcast as rising medium in India and what the future holds” (Sept 8th 2020)
- **Mr Vikram Kharvi**, Vice President, Adfactors PR, spoke on the topic: “Post Covid Transition in the PR Industry” (Sept 9th 2020)
- **Ms Shipra Singh**, Senior Vice President, Ruder Finn India, spoke on the topic: “Technology & Communications – The Perfect Storm” (Sept 10th 2020)
- **Ms Sunitha Subramaniam**, GM – Corporate Communication, TAFE, spoke on the topic: “Corporate Communication & Digital Marketing” (Sept 11th 2020)
- **Mr Siva**, Production & Recruit Consultant, spoke on the topic: “Animation: Opportunities” (Sept 12th 2020)
- **Mr Nikhil Kharoo**, Head of PR & Partnerships – FitBit, AsiaPacific, spoke on the topic: “The art of storytelling in building a brand” (Sept 15th 2020)

Dr Padmakumar K, HOD Corporate Communication & Event Co-ordinator, organized an online webinar series, inviting various industry professionals to contribute to a succession of interactive lectures engaging MIC students, Sept 2020.



A webinar on ‘Language, Media and Society’ was organized by **Dr Shubha H S**, HOD – Media Studies, MIC. **Prof K P Rao**, was the special speaker on the occasion, 28th Aug 2020.



MAMC students were provided with special guest sessions by experts in the field of 'Media Affairs':

- **Mr Venkataraghavan Srinivasan**, Data Editor at THE FEDERAL, spoke on the topic “Digital Media: Challenges, Constraints & Opportunities”.
- **Ms Preethi Raghunath**, Research Fellow & Assistant Professor SIMC, Pune, spoke on the topic “Ethnography Policy Research”.
- **Ms Namita Koshy**, who is currently the VP at Ogilvy India, and an Alumni of MIC, spoke on the topic “The connect between the creative strategy, the creative brief, and the creatives” & “Content Marketing” in Nov 2020. The sessions were organized by Ms Sowparnika Pawan, faculty MIC.
- **Dr Anubhuti Yadav**, Professor IIMC, Delhi, spoke on the topic “Contemporary trends in Advertising”
- **Dr Sumit Narula**, Director & Associate Professor, Amity University Madhya Pradesh, Gwalior and Chairman, Centre for Detection of Fake News and Disinformation, spoke on the topic “Hands-on training Workshop: How to catch Fake/Predatory/Cloned journals in Academics” on 18th January 2021. Dr Padmakumar – HOD Corporate Communication was the event co-ordinator of the session.
- **Ms Bharati Naik**, Sky News Contributor from London spoke on the topic “TV News writing Skills”.



Online Lectures & Webinars / Visitor Specs

- **Mr Sanket Shah**, Alumnus MAMC 2017 batch and Group Head-Copy, Dentsu Webchutney, addressed the session on “Digital advertising: Changing the rules of the game”.
- **Mr D V Shastri**, Executive Director, Training and R&D, GAIL India, delivered a lecture on “HR Communication in Organization”.
- **Ms Purnima Venkat**, Assistant Professor, Strategy & Sustainability T. A. Pai Management Institute, & the Co-Chair, TAPMI Centre for Inclusive Growth & Competitiveness, spoke on the topic “Corporate Social Responsibility”.
- **Prof N D Nalapat** from the sphere of geo-politics discussed the implications of “Vaccine Diplomacy”
- **Mr Venugopal Prabhu**, MMNL Ltd, held a workshop for three days on “Newspaper Design”.
- **Ms Mridula Raghavan**, discussed the working of the Parliament & “LAMP fellowship”
- **Mr Sumit Pande**, Associate Executive Editor NEWS18.com, addressed MIC faculty and students on the topic “Indian Media in Post Covid World”. The online webinar was organized by **Mr Shreeraj Gudi** from the Media Studies Department, MIC.
- A “Copywriting Masterclass” by **Mr Manish Masih**, founder, Domycontent.com, was organized by Ms **Sowparnika Pawan** on the topic, “How to write for digital world” for II BAMC Copywriting students, November 7th- 2020.
- A webinar on “Cyber security and Indian Laws” was conducted by Mr **Gurudatta Ankolekar**, Advocate on Record, Supreme Court of India, New Delhi, on 1st December 2020. **Mr Shreeraj Gudi** was the faculty coordinator of the session.
- A webinar on “Introduction to and overview of Advertising in 20-21” was delivered by **Dr Arpan Yagnik**, Assistant Professor – Advertising, Penn State University, on 20th Jan 2021. **Ms Shruthi Shetty**, faculty coordinator of the event in MIC.
- **Venus Upadhyaya**, a senior reporter from The Epoch Times visited MIC on 12 April 2021 and interacted with the faculty.
- An online SPSS workshop for PG students was conducted on 3rd April 2021 by **Prof. Srimati Mayyiya** from the Dept of Data Sciences, PSPH, MAHE, Manipal. About 60 students attended the workshop online on MS Teams.



Thank You!

Dr. Padma Rani
Director Manipal Institute of Communication

In the current scenario, the Media and Entertainment industry in India is worth over 2000 billion rupees. While traditional media, new media, digital and non-digital media have established their strong hold, the Indian audience is shown to love newspapers as much as daily shows on online streaming services. In this regard, abundant opportunities wait to be explored in specialized areas of interpersonal and business communications, video and audio content production, branding and advertising, product and graphic designing, Animation, VFX, film making, photography, blogging, digital marketing, news reporting, script writing, editing, development communications, investigative and data journalism, social communications among other journalism, media, and communications fields. For anyone thinking of a career in media, this is truly the best time to be part of the media industry.



Editorial Team Faculty: Anupa Lewis | Praseed O Nair.