

Major events during 2023-24

Career Counseling by Media Industry Experts

An Induction Programme “Parichay” for the newly admitted students in the 2023-24 academic session was held at the G.T.Parande Hall of the Department of Mass Communication on September 8, 2022.

An important part of the programme was the Career Counseling session in which more than half-a-dozen Alumni of the students along with the faculty guided the students and responded to their queries. A total of 24 students attended the day-long event.

The event was presided over by the Honourable Vice Chancellor, Dr. Subhash Chaudhari. The Chief Guest at the inaugural function was Mr. Pravin Takey, District Information Officer, Government of Maharashtra, while the Guest of Honour was Mrs. Rachana Popatkar Gajbhiye, Programme Head, Akashvani, Nagpur.



On this occasion, the guests also released the 2022-23 issue of the Department’s ‘Campus’ news bulletin. Copies of the booklet on *Azadi Ka Amrit Mahotsav*, published by the Government of Maharashtra, in which the content had been provided by the Department’s students, were also released.

Dr. Chaudhari urged the students to become job-givers rather than job-seekers. Mr. Pravin Takey, himself an alumnus of the department, spoke about the career opportunities in the area of public relations and corporate communications. Mrs. Rachana Popatkar Gajbhiye briefed the students about the emerging career areas in the voice industry such as radio jockey, dubbing and voice-over artist, podcaster, newscaster, etc.

A session on careers in Mass Communication, with special reference to the curriculum and beyond-the-syllabus activities was also held. The students were made aware of the various career (job and entrepreneurial) options and opportunities available in fields such as print, electronic and Web journalism, digital promotion, video production, advertising, public relations, corporate communications and related areas.

Students of previous batches were invited to interact with the senior batch and also the newly-admitted students. The alumni spoke about their experiences as students of the department and shared valuable inputs on how to make the best of the programmes they are admitted to.

Curricular, co-curricular and extra-curricular activities, besides value-addition and skill-oriented initiatives available at the department including the training programmes, workshops and internships were discussed.

एबीपी न्यूजने घेतल्या कॅम्पस मुलाखती

राष्ट्रसंत तुकडोजी महाराज नागपूर वद्यापीठाच्या पदव्युत्तर जनसंवाद वभागात रोजगार व प्रशिक्षण सेलच्या सहकार्याने कॅम्पस मुलाखती आयोजित करण्यात आल्या. एबीपी न्यूज नेटवर्क प्रायव्हेट ल मटेड या माध्यम क्षेत्रातील कंपनीने वभागात सोमवार, दिनांक ७ ऑगस्ट २०२३ रोजी आयोजित कॅम्पस ड्राईव्हमध्ये वदर्भातील एकूण ६० वद्यार्थ्यांनी चाळणी परीक्षा दिली.

वद्यापीठ पदव्युत्तर जनसंवाद वभागाने कॅम्पस मुलाखती आयोजित करित वदर्भातील वद्यार्थ्यांना रोजगाराची संधी उपलब्ध करून दिली. या कॅम्पस मुलाखतीमध्ये निवड झालेल्या वद्यार्थ्यांची एबीपी माझा या मराठी न्यूज चॅनल करिता प्रशिक्षणार्थी म्हणून निवड केली गेली.



या कॅम्पस ड्राईव्हमध्ये वद्यापीठाच्या पदव्युत्तर जनसंवाद वभाग, धनवटे नॅशनल कॉलेज नागपूर, सरदार पटेल महा वद्यालय व भारतीय जनसंचार संस्थान अमरावती येथील असे संपूर्ण वदर्भातून वद्यार्थी सहभागी झाले होते.

यावेळी पदव्युत्तर जनसंवाद वभागाचे प्रमुख डॉ. मोईज मन्नान हक, रोजगार व प्रशिक्षण अधिकारी डॉ. भूषण महाजन, एबीपी न्यूज नेटवर्क मधील एबीपी माझाच्या उपकार्यकारी संपादक सरिता कौशिक, एबीपी न्यूज नेटवर्क मधील प्रोडक्शन इन्चार्ज राहुल खचडी, वदर्भ ब्युरो चीफ रजत व शष्ठ, प्रतिनिधी तुषार कोहळे, अमरावती आयआयएमसीचे सहा. प्राध्यापक आषश दुबे, धनवटे नॅशनल कॉलेजमधील श्री. नितीन कराळे उपस्थित होते.

Seminar on NEP2020

A seminar on the National Education Policy (NEP) 2020 was organized at the Department of Mass Communication, Rashtrasant Tukadoji Maharaj Nagpur University, on August 28, 2023.

The discussion and awareness programme was attended by students, teachers and non-teaching staff of the Department.

Head of the Department, Dr. Moiz Mannan Haque, gave an introduction to the policy which is in advanced stages of implementation throughout the country. He explained the new policy in the context of the Agenda for Sustainable Development (SDGs) which seeks to ensure inclusive and equitable quality education and promote lifelong learning opportunities for all by 2030.



He said, this Policy aims at revising and revamping different areas of the education structure, including its regulation and governance, to create a new system that is aligned with the aspirational goals of 21st century education, including SDG4, while building upon India's traditions and value systems. The guiding light has been India's ancient traditions and philosophy of knowledge (Jnan), wisdom (Pragyaa), and truth (Satya).

Dr. Haque said the Policy's overall vision is to develop a deep sense of respect towards the Fundamental Duties and Constitutional values.

He also explained the new concepts in curricular structures such as lateral entry and multiple entry and exit points that offer greater flexibility and opportunities to students. In this context, he underlined the importance of the Academic Bank of Credit (ABC). The Policy also seeks to revise the Choice Based Credit System in this regard, he said.

Seminar on 'RTI for Journalists'

A seminar on "RTI for Journalists" was organized at the Department of Mass Communication, Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur, on September 27, 2023, to mark the Right to Information Day.

The seminar was addressed by former journalist and High Court Lawyer, Adv. Atul Sonak, and Head of the Department and former journalist, Dr. Moiz Mannan Haque.

Adv. Sonak informed the students about the history of the RTI movement and subsequent enactment of the Right to Information Act, 2005. He explained the provisions of the Act and the procedure for seeking information.



He also apprised the students about the restrictions and the interplay of this Act with other legislations such as the Official Secrets Act and the situations where information can and cannot be sought.

Dr. Haque explained how the Act can help journalists obtain valid and authenticated information to add value and credibility to news reports. He stressed that the students must first be aware of specific details of the functioning of different government and semi-government entities in order to put up pointed queries that would be answered promptly.

The lectures were followed by a question-answer session in which the students actively participated.

Swachhata Hi Seva

A cleanliness drive to mark the nationwide “Swachhata Hi Seva” campaign called by Hon’ble Prime Minister Shri Narendra Modi, was organized at the Department of Mass Communication, Rashtrasant Tukadoji Maharaj Nagpur University on October 1, 2023.



A total of 15 students and staff members apart from the Head of the Department, Dr. Moiz Mannan Haque, participated in the campaign. The volunteers cleaned the common areas, office, computer lab, classrooms, multi-purpose hall, terrace area and outside surroundings, including the parking area, of the Department’s building in Mahatma Jyotiba Phule Educational Campus on Amravati Road. They swept the dirt and collected plastic and paper waste which they collected in bins for subsequent disposal.

Yoga for Fitness



A free Yoga Workshop was organized for the staff and students. The camp was led by Ms. Devyani Donge, Yoga Instructor from Kavi Kulguru Kalidas Sanskrit University, Ramtek. The students performed Suryanamaskar, Pranayam and other yogic postures.

Seminar on Gandhi – The Communicator

A student seminar on “Verbal and Non-verbal Communication of Mahatma Gandhi” was organized on October 3, 2023, to mark the birth anniversary of the iconic leader who gave the world the mantra of ‘Satyagraha’.

A total of 18 students made short presentations on different aspects of Gandhi’s communication. The symbolism in his non-verbal communication, such as wearing of Khadi, the iconic Charkha, the benign expression he mostly wore on his face, his interactions with the poor masses and other such aspects were discussed.



Several participants also spoke about his journalism. The messages he sought to convey through his strident journalism both to the Indian freedom fighters and masses and to the British rulers were recalled. An important aspect of his journalism was that he chose to publish his journals in different Indian languages as well as in English. The vernacular versions were meant for the consumption of native Indians, whereas the publication in English was meant to make the British aware of the problems and issues of common Indians and the stand thereon taken by the freedom fighters.

Also discussed was his simple and straightforward communication through speech. The manner in which he addressed small and large gatherings and interacted with foreign journalists makes for an interesting study in effective communication. Another important aspect that coupled his spoken communication was that at public gatherings, he chose to speak squatting on the floor of the stage rather than occupy a chair as was and has been the practice.

The seminar was moderated by Head of the Department, Dr. Moiz Mannan Haque.

Fun on Freshers' Day



Going by tradition, the second year students gave a warm welcome to their juniors by organizing a colourful Freshers Day event on October 5, 2024, for the newly-admitted students of M.A. (Mass Communication), Bachelor of Journalism and P.G.Diploma in Video Programming. Tejas Patil of B.J. and Pratiksha Wasnik of M.A. were crowned 'Mister' and 'Miss' Fresher respectively.

Alumnus Satokar gifts priceless treasure

Mr.Vijay Satokar, former senior editor of Press Trust of India (PTI) and renowned journalist presented a coffee table book of depicting historic events published by PTI to mark its 60 years. An esteemed alumnus of the Department, Mr. Satokar has co-authored the book with the late Mr. Anil Sharma, also a past student of the RTMNU Department of Mass Communication. The concept and design is by the legendary photojournalist, Mr. Raghu Rai. Mr. Satokar presented the priceless book to the HoD Dr. Moiz Mannan Haque for the reference of students.



Amateurs acquire filmmaking skills at two-day workshop

As many as 12 short films on a variety of social and environmental themes were created in just two days by trainees at a Social Impact Filmmaking Workshop that concluded at the Department of Mass Communication, Rashtrasant Tukadoji Maharaj Nagpur University.

CMS VATAVARAN, in collaboration with the U.S. Consulate General, Mumbai, and partnership with the Department of Mass Communication, RTM Nagpur University, conducted the Workshop as part of the 'Green Frames: VATAVARAN Short Film Workshops, Competition, and Festival.'



The event, held on October 27-28, 2023, witnessed the enthusiastic participation of 75 individuals, including youth, students from various universities and colleges in Nagpur, and members from civil society organizations.

The workshop featured Mr Ritesh Taksande, a renowned Mojo (Mobile Journalism) educator and Course Director for Film Orientation Courses and Mobile Journalism Courses at SKIFT Initiative by the Film and Television Institute of India, Pune. Participants had the opportunity to attend five technical sessions, covering Fundamentals of Mojo Film Production, Film Shooting, Editing and Submission and Presentation. The outcome was the production of 12 short films by participants who were divided into teams.

Mr. Pradip Kumar Maitra, Senior Journalist and President of Cine Montage, Mr Niranjan Kulkarni, Founder of Bhartiya Gao Sanvardhan Federation and Mr Sabyesachi Bharti, Deputy Director of CMS VATAVARAN, were the guest speakers.

Dr Moiz Mannan Haque, HOD, Department of Mass Communication, RTMNU, Nagpur, emphasized the role of education in driving environmental awareness, saying, "Education is the cornerstone of any change, and this workshop is a testament to the role educational institutions can play in fostering environmental consciousness."

Earlier, the workshop was inaugurated by the Pro Vice-Chancellor of Rashtasant Tukadoji Maharaj Nagpur University, Dr. Sanjay Dudhe. He emphasised the role of films as powerful tools of Mass Communication to create an impact on the society with respect to a multitude of social issues.

Practical exposure to Corporate Communication



The Third Semester students had a learning visit to the Corporate Communications department of Nagpur Metro Rail of Maharashtra Metro Rail Corp. Ltd. on November 17, 2023. Senior officials

personally guided the students on the scope and functioning of the department and explained the different strategies and tools used for maintaining relations with different groups of stakeholders.

लैंगिक भेदभाव पर सेमिनार

जनसंवाद विभाग में लैंगिक भेदभाव इस विषय पर नवंबर 30, 2023 को एक सेमिनार का आयोजन किया गया। मुख्य अतिथी के रूप में विश्व विद्यालय के लैंगिक विभाग की प्रमुख कानून विशेषज्ञ डॉ. पायल ठावरे, उपस्थित थीं।

उन्होंने बताया कि भारत में तीन लिंग प्रमुख हैं स्त्री, पुरुष और अन्य हालांकि अमेरिका जैसे देशों में 700 भिन्न प्रकार के लिंग के विकल्प उनकी वेबसाइट पर दिए जाते हैं। उनका कहना है कि लैंगिक भेदभाव के दो कारण हैं सामाजिक व्यवहार और वैज्ञानिक व्यवहार।



उन्होंने कहा कि लैंगिक भेदभाव के चलते महिलाएं अक्सर शोषण, उपेक्षा, शक्तिहीनता, सांस्कृतिक साम्राज्यवाद और हिंसा का शिकार होती हैं। जिसके लिए कानून के समक्ष सभी के लिए समानता का सिद्धांत, तटस्थता का सिद्धांत जैसे कानूनों के बारे में जानकारी दी।

सरकार ने 33% आरक्षण महिलाओं को प्रदान किया है लेकिन इसकी जानकारी हर महिला तक पहुंचनी चाहिए तभी यह सफल माना जाएगा। अपने व्याख्यान में उन्होंने न केवल महिलाओं बल्कि पुरुषों के साथ होने वाले अन्याय व झूठे मुकदमों के बारे में भी जानकारी दी।

शुरुवात में, जनसंवाद वभाग प्रमुख डॉ. मोइज़ हक ने इस गंभीर मुद्दे की भूमिका बंधते हुए समझाया क जनसंवाद, विशेषतः पत्रकारिता, में लंग समानता और लंग भेदभाव जैसे वषर्यों का बेहद महत्वपूर्ण स्थान है.

Students turn Sports Reporters at Krida Mahotsav

A team of students from the Department of Mass Communication took on the role of sports journalists and PROs at the Silver Jubilee Inter-University Maharashtra Krida Mahotsav hosted by Rashtrasant Tukadoji Maharaj Nagpur University from Jan 12 to 16, 2024.



They covered all the track and field and indoor and court events and provided news and information on real time basis to members of the news media. Some of them wrote the news reports and others took pictures. Those interested in the electronic and digital media used their mobile phones to capture videos of the events and short interviews of the sportspersons, team officials and organisers.

It was a splendid learning experience for the Mass Communication students all of whom were covering a sports event for the first time in their lives. They were guided by the University PRO Mr. Premdas Wadkar and HoD Dr. Moiz Mannan Haque. Mr. Prasad Fulbandhe coordinated the coverage.

Mass Comm Students organise mega contest during RTMNU centenary celebrations

CineStory evokes compelling short films

A rich variety of films, on issues ranging from cleanliness to social awakening, were amongst the winners of CineStory, the short film making competition of Rashtrasant Tukadoji Maharaj Nagpur University to mark its Centenary Celebrations.

The University had announced a total of Rs one lakh as prize money along with trophies and certificates for the competition which was organized by its Department of Mass Communication. There were two competitive categories – 1. Open for Citizens and 2. Students. The Awards Ceremony was held on February 6, 2024 at the department's G T Parande Hall.

Organising the mega event was a huge learning experience in Event Management for students of the Department of Mass Communication. They were in the thick of it right from the conceptual stage to creating the posters and brochure, promoting the competition through physical visits to different colleges and institutions, publicizing it in mass media and social media, registering entries and responding to participant queries to arranging the judging rounds and finally the grand awards ceremony.

'Tumbrel', a satire on open defecation prevalence in rural Maharashtra won the first prize of Rs. 25,000 in the Open for Citizens category. In the Students category, the short film 'Good News by Antony', a witty commentary on the politicization of religion won the first prize of Rs. 25,000.

The second prize of Rs. 15,000 each was won by 'Ghanerda', a short film that pays tribute to Sant Gadge Maharaj in the Citizens category and 'Prarambh', the story of a village facing covid pandemic with a never-say-die attitude, in the Students category.

'Breath 404' a cli-fi short film that takes the audience into environmental dystopia won the third prize of Rs. 10,000 in the Citizens category, while 'Ek Prayatna Plastic Mukh Prithvikade' by team MSISSW won the third spot in the Students category.



The teams whose short films made it into top 18 out of around a hundred entries were awarded certificates at the Awards Ceremony. All other participants were individually awarded e-certificates. Trushant Ingle, Filmfare Award-winning Director from Nagpur was the chief guest of this awards ceremony. RTMNU Vice Chancellor, Dr. Subhash Chaudhari presided over the function. The jury members were Pradip Kumar Maitra, Senior Journalist and President, Cine Montage, Nagpur ; Aditya

Sharma, Filmmaker and Founder, CreatEwitty Media Notions, Nagpur ; and Anurag Kulkarni, CEO, S A Digital Films Pvt Ltd Nagpur.



Dr Chaudhari, in his presidential speech, stressed that this event was one of the many initiatives to engage with different stakeholders outside the university system. “The University should not be seen only as a degree-giving body but as an institution that makes a difference in the lives of all sections of the society,” he said.



Dr Moiz Mannan Haque, Head, Department of Mass Communication, RTMNU highlighted the efforts taken by the students of the department to organize and coordinate this competition. Rupal Anasane, representing the trophy sponsors, M/s Auto Trade Nagpur, Coordinators of the Centenary Celebrations Committee, Dr. Santosh Kasbekar and Dr. Anant Pande, OSD Mr. Pradeep Biniwale and others were prominently present. Sonu Sharma and Priya Jais compared the ceremony. Pratiksha Wasnik proposed a vote of thanks.

On the Nature Trail



After a rather hectic schedule, the students decided to get some fresh air and enjoy the beauty of nature with a leisurely early-morning stroll along the periphery of the picturesque Gorewada lake. The serene atmosphere with a rich variety of flora and fauna, including flocks of migratory birds, was very refreshing.

Our Medal Winners



Two outstanding students of the Department bagged six gold medals and prizes between them in the BJ and MAMC programmes of RTMNU's Summer 2023 examinations. Colonel Rohit Oberoi (right) for MAMC and Harsh Nagdevte (left) for BJ were the exam toppers who also excelled in co-

and extra-curricular activities as well. They were awarded the medals at the Convocation Ceremony held on 2nd February, 2024.

Making the most of Industry Internship

The Department of Mass Communication lays great stress on industry internship. Over the years the students have availed of this on-the-job training component and a large number of them have been absorbed by leading print and electronic media, advertising and PR and digital news and promotion organisations.

On Feb 15, 2024, the Department arranged a special Internship Orientation Programme for the second and fourth semester batches of M.A. (Mass Communication), Bachelor of Journalism and P.G.Diploma in Video Programming.

The orientation was provided by Dr. Bhushan Mahajan, Training and Placement Officer, RTMNU, Mrs Rashmi Padwal Madankar, Head of Digital Promotion at Nagpur Metro Rail for IT Craft Technologies Pvt. Ltd., Mr. Nitin Fulluke, Head of PR at Nagpur Municipal Corporation for IT Craft, and HoD Dr. Moiz Mannan Haque.



The experts spoke about how to identify specific career areas and industry in which internship is to be undertaken. Dr. Mahajan gave details on how to search for the right internship through various Internet portals and platforms. Mrs. Padwal Madankar and Mr. Fulluke presented a wide range of opportunities in content and news writing, digital promotion, video production, blogging and media relations.

Dr. Haque stressed that the students should build the right attitude and stay focused on their career goals at this crucial juncture of their lives.

The fourth semester students have undergone this important component of their education in organisations such as The Hitavada, Lokmat Samachar, Dainik Bhaskar, Sakshi Communication, Siddhesh Communication, Tarun Bharat, Nagpur Today, PR Times and other media organisations. The second semester students were placed for Internship in UCN cable news network, Lokmat, Lokmat Times, Loksatta, IT Craft, NMC PR Department, Rashtrabaan, Maha News 7, RTMNU PR Department, Samachar Ab Tak, Bandhan Digital, Citi Cable, ZappKode, Sakal, Deshonnati and other media organisations.

Fun-filled *CommuniFest* brings out hidden talents

The tradition of having a student festival was picked up by the present batch as “CommuniFest” from where it had been left off as “Communion” by earlier batches. It was a fun-filled three-day festival that provided a platform to all students to showcase their talents in a variety of stage performances as well as sports.



The festival began on February 21 with a Bollywood-themed catwalk and performance event. Staff and students attired as their favourite stars walked the ramp with aplomb and mimicked the actors’ walk, talk and mannerisms much to the delight of the audience. The second part of the event was reel-making where the students presented a stunning variety of dance and acting performances.

The second day was devoted to a “hard-fought” limited overs cricket tournament. Students and staff – men and women – were divided into two teams and the tournament got off to a start at the University ground near Bajaj Bhawan. What followed was a thoroughly entertaining display more of drama and histrionics rather than cricketing talent. At times, the umpiring was as hilarious as the commentary.

The final day saw everybody dressed in traditional outfits and a stunning range of dance, song, poetry and acting performances. The highlight was a satirical skit by the juniors on the relationships between journalists on the one hand and politicians and industrialists on the other. Another super hit performance was a medley of songs by the active and dynamic senior girls.



Rolling. Printing. Action! – Visit to The Hitavada Press



Students visited the printing press of English daily The Hitavada on March 28, 2023, and got a firsthand experience of newspaper production. Press Manager Mr. Prashant Ghamandi explained the operations from digital colour separation and computerized platemaking to physical printing and folding in the modern offset printing machines. The students were given a live demo of the four-colour printing of The Hitavada's Twinkle Star magazine.

Emotional Farewell to the Seniors

A colourful yet emotional farewell event was organized by the students of MA Second Semester for their buddies of MA Fourth Semester, BJ Second Semester and PGDVP Second Semester on April 13, 2024. The song, dance, mimicry and other entertainment items were interspersed with the graduating batch recalling the memorable moments they spent in the department and all the fun they had.

