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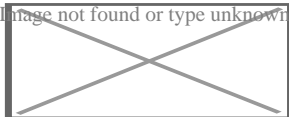
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**MOE'S INNOVATION CELL**  
**INSTITUTION'S INNOVATION COUNCIL**

**SARALA BIRLA UNIVERSITY, RANCHI (IC202428412)**  
**EXPERT TALK**

OVERVIEW	
<b>Objective:</b>	<b>Benefit in terms of learning/Skill/Knowledge obtained:</b>
Current trend in media industry	Enrich students with experience
<b>Academic Year:</b>	<b>Program driven by:</b>
2024-25	Self-driven Activity
<b>Month:</b>	<b>Program /Activity Name:</b>
	Expert Talk
<b>Program Type:</b>	<b>Other:</b>
Level 1 - Expert Talk	null
<b>Program Theme:</b>	<b>Other:</b>

Entrepreneurship & Startup	NA
<b>Date &amp; Duration (Days):</b>	<b>External Participants, If any:</b>
04/07/2025-04/07/2025-0	null
<b>Student Participants:</b>	<b>Faculty Participants:</b>
14	3
<b>Expenditure Amount, If any:</b>	<b>Remark:</b>
null	null
<b>ATTACHMENTS</b>	
<b>Video:</b>	null
<b>Photograph1:</b>	
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<b>Session plan, If any:</b>	<a href="#">View Report</a>
This report is electronically generated against report submitted on Institution's Innovation Council Portal.	

**(DETAILS OF ACTIVITY)**

**Expert Talk by Dhiraj Singh on Journalism and Mass Communication**

An Expert Talk was organized on Monday, 7<sup>th</sup> April by the Faculty of Journalism and Mass Communication Department of Sarala Birla University, Ranchi. Dhiraj Singh, Associate Dean at MIT-World Peace University's Department of Media and Communication and Dadasaheb Phalke International Film School, Participated in the Program as a guest speaker and provided important information about Journalism and Mass Communication and the big Shifts and challenges in Media. He provided information on how the importance of storytelling is increasing with the expanding reach of social media, which attracts the audience more. While providing information about career making in media, he informed about the needs and possibilities of media skills in the 21<sup>st</sup> century.

On this session, in his address, Hon'ble Director General of SBU, Prof. Gopal Pathak stated that such knowledge-enhancing programs are very essential for students apart from the classroom curriculum. Along with this, he discussed the challenges related to transparency in media and fake news. On this occasion, Hon'ble Vice Chancellor Prof. C. Jeganathan discussed with guest speaker Dhiraj Singh about organizing such events offline in the future.

The Dean of the Department Ajay Kumar and all the students were present at the program, who benefitted from the important session related to the media. During the Program, HoD Sudhir Kumar from the department gave the welcome speech and introduced the guest. At the end of the program Assistant Professor Dr. Nandini Sinha from the department delivered the vote of thanks.

*Ajay Kumar*

**(Name & Signature)**

**[DEAN/HOD/ CONVENOR OF ACTIVITY]**

**DEAN**

Faculty of Journalism  
& Mass Communication  
Sarala Birla University, Ranchi