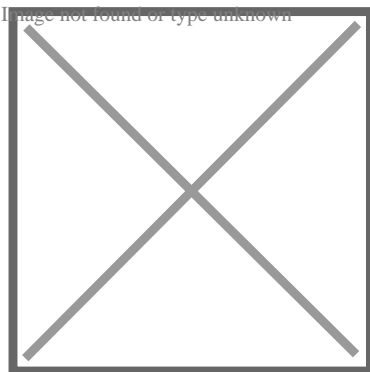




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**MOE'S INNOVATION CELL**  
**INSTITUTION'S INNOVATION COUNCIL**

**SARALA BIRLA UNIVERSITY, RANCHI (IC202428412)**  
**SPORTS JOURNALISM**

**OVERVIEW**

<b>Objective:</b>	<b>Benefit in terms of learning/Skill/Knowledge obtained:</b>
About Sports Journalism	Knowledge of Journalism and Public Relation
<b>Academic Year:</b>	<b>Program driven by:</b>
2024-25	Self-driven Activity
<b>Month:</b>	<b>Program /Activity Name:</b>
	Sports Journalism
<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>
02/25/2025-02/25/2025-0	null
<b>Student Participants:</b>	<b>Faculty Participants:</b>
40	4
<b>Expenditure Amount, If any:</b>	<b>Remark:</b>
null	null
<b>ATTACHMENTS</b>	
<b>Video:</b>	null
<b>Photograph1:</b>	
<b>Photograph2:</b>	
<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)

Faculty of Journalism and Mass Communication, Sarala Birla University, Successfully organized an 'Expert Talk' on "To Know Sports Journalism" on 25<sup>th</sup> February 2025 in collaboration with Institution Innovation Council, Sarala Birla University. The eminent speaker of the session was Mr. Ajay Kukreti, Deputy News Editor, Sports, Hindustan, and Ranchi. Dean Ajay Kumar introduced the students to the expert guest, summarizing the achievements of expert Ajay Kukreti's career and skills. Further in the session, sharing his long and glorious experience in the field of sports journalism, Mr. Kukreti informed the students about sports journalism as a profession and its relevancy. While raising awareness about career building in the field of sports journalism, he also discussed the challenges and opportunities of the sports beat in Print Journalism. The style of writing and reporting in sports journalism were also discussed. Through this, students not only learned about the significance of sports journalism but also understood its relevance in today's digital journalism era. The session was totally interactive where journalism students enthusiastically asked him various questions related to sports journalism and report-writing skills. The expert elaborated in detail about the preparation before reporting, story ideas, news writing, and the importance of sources and follow-ups in sports reporting. At this event, UG and PG students from the faculty of Journalism and Mass Communication, HoD Mr. Sudhir Kumar and faculty Dr. Nandini Sinha was present.

Ajay Kumar  
25/02/2025

(Name & Signature)

[DEAN/HOD/ CONVENOR OF ACTIVITY]