



MANIPAL UNIVERSITY  
JAIPUR

# SMC CHRONICLE

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*Department of Journalism & Mass Communication*

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The *SMC Chronicle* is the official quarterly newsletter of the School of Media and Communication (SMC) at Manipal University Jaipur. Led by Dr. Avneesh Kumar and his dedicated editorial team, the newsletter captures the vibrant life of Department of Journalism and Mass Communication, highlighting the best of events, activities and accomplishments of both students and faculty members. It offers readers a glimpse of the exciting and ever-evolving world of media and communication.

Each edition features a mix of stories, articles, and updates that showcase the department's dynamic initiatives, from workshops and guest lectures to inspiring

student achievements and faculty research. The *SMC Chronicle* aims to keep the university community informed about the latest trends, educational advancements, and creative projects that helps the department to grow and thrive.

With its engaging content, the newsletter fosters a sense of connection among students, faculty and alumni, creating a space to celebrate the department's progress. It also emphasizes the strong link between the department and the larger media industry. The *SMC Chronicle* is not just a source of information, but a reflection of the energy, talent, and community spirit that makes Manipal University Jaipur a special place to thrive, learn and grow.

# School of Media & Communication

## leading the way

Dear Readers,

With immense pride and joy, I present to you this edition of the School of Media and Communication's (SMC) magazine, which showcases the events, achievements, and stories that defined our academic journey this academic year. This magazine is not just a collection of reports and articles; it reflects the dynamic spirit, intellectual curiosity, and creativity that our students and faculty engage in.

Over the past semesters, we have witnessed an incredible array of activities that define the motto of holistic education, which is nothing less than a commitment from SMC. From the inspiring poetry recitals at Saanjh 3.0 to the rigorous debates at MUJ MUN 11.0, our students have demonstrated their ability to think critically, express creatively, and engage meaningfully with the world around them. These events remind us that education extends beyond classrooms—it flourishes in open mics, committee rooms, and vibrant spaces of cultural exchange.

Equally inspiring are the personal and collective milestones achieved by our faculty and students. Prof. (Dr.) Fakira Mohan Nahak's recognition for Excellence in Education is a shining example of the impact one dedicated educator can have on an institution and its community. Prof. Nahak's words of wisdom resonate deeply, inspiring all of us to aim higher and achieve more.

The international delegation from Monash University brought

global perspectives into our classrooms, fostering intellectual exchanges that broaden horizons and deepen understanding. These interactions prepare our students to navigate the complexities of a globalised media world, equipping them with skills and insights that are invaluable in the ever-evolving and dynamic field of media and communication. This magazine is also a celebration of our students' achievements. These accolades are not merely trophies but testimonies to the hard work, preparation, and passion that define our student body.

As I reflect on these accomplishments, I am reminded of the importance of storytelling in all its forms. Whether through poetry, journalism, or debates, our students have embraced the power of narratives to convey ideas, emotions, and perspectives. It is this commitment to storytelling that lies at the heart of our School's ethos, connecting us with the world.

I extend my heartfelt gratitude to the editorial team, contributors, and everyone who has made this magazine possible. Your hard work and creativity have brought this issue to life, making it a treasure trove of memories and inspiration.

Here's to celebrating voices, fostering ideas, and continuing the pursuit of excellence.



Dr. Avneesh Kumar  
Faculty and Editor,  
SMC Magazine  
Manipal University Jaipur



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# An Evening of Verse and Vivacity

Nalin Sharma

Mesmerising and thought-provoking poetry moistened the arid evening breeze as *Litmus*, the literary club of Manipal University Jaipur, under the Department of Journalism and Mass Communication organised *Saanjh 3.0* on August 21, 2024.

*Saanjh* is the poetry and *shayari* event conducted by *Litmus*. This year, the club celebrated the third edition of *Saanjh* which took place in Room 307 of academic block one of the university campus. The room was decorated with kiosks and aesthetic lamps, which added to the mood of romance. Ranging from special performances to an open mic, *Saanjh* grasped the essence of poetry in its most vulnerable form as the young poets went on the stage to recite self-composed verses on grief, loss, and other themes that centred around their core emotions as a young adult.

The show took off around 4 pm by welcoming the dignitaries—Litmus Faculty Coordinator, Dr. Avneesh Kumar, Director of the School of Media and Communication, Dr. Fakira Mohan Nahak and the Litmus ex-core members.

It was then time to begin the poetic performances. A quartet of poets appeared on the stage to commence the opening act, titled “ढलती ई शाम कुछ कहती ह सुनो!” which went on to compliment and romanticise the evening. Young poets Sneha Khurana, Shaurya Sharma, Niamat Dhillon, and Apurv Jha immediately set the tone for *Saanjh* by reciting some



*The budding poetic gather for the evening to recite their compositions*

of the world’s most popular proses.

The act was followed by other student performers who upped the ante with their self-composed works. Aditya Kumar Ravi, a second-year Journalism and Mass Communication student, recited a self-composed poem on ‘Emptiness.’ Other performers included Amogh Bajpai, Niamat Dhillon, and more. Post that, *Saanjh* moved onto a special segment based on the seven stages of love, namely, ‘Dilkashi’ (attraction), ‘Uns’ (infatuation), ‘Mohabbat’ (love), ‘Akeedat’ (trust), ‘Ibadat’ (worship), ‘Junoon’ (madness), and ‘Maut’ (death). Various blooming poets and shayars stepped on the lit-up stage and recited their poetic take on these seven stages of love.

The flow of events was poised for a comedic break as Dhruv and Ruhaan took the stage with a satirical recital. The room reverbeated with laughter and giggles as the performers read

out hilarious proses and odes.

The stage was then left open for the audience to come up and read out any of their own pieces if they wished. This open mic segment prodded many among the seated audience to come up on the stage and recite their self-composed works. Sameeksha Dixit, the Cultural Head of LITMUS, was one of them, as she came forward and recited one of her self-written poems.

As the open mic concluded, the anchors invited the present dignitaries for the closing address.

शाम ढल रही है आसमां पे रंग भरते  
ए, सूरज क करण से जो रोशन था, वो  
अब ढलने लगे, लेकिनसुबहके रोशनीम,  
फरसेचमकेगायेआसमान, और लौटेगा सांझ  
फर एक शाम.

And with those words being said, LITMUS successfully concluded *Saanjh 3.0*.

# Beyond Borders: Fostering Diplomacy and Debate



tary-General Jatin Juneja, Deputy Secretary-General Tanay Shah, and Charge D’Affaires Ananya Jaitly, ensured smooth execution across diverse domains, including Delegate Affairs, Media, Promotions, Finance, and more. The event was sponsored by reputed companies like Global Reach, Spice App, Printing Gali, Nomad Café, Aarna Nursery, and Kwiss Wash Laundry.

## Day 1: Ceremonies, Committee Sessions and Celebrations

The conference began with an inaugural ceremony at the Vasanti Pai Auditorium, which was graced by dignitaries including Dr. Avneesh Kumar, Faculty Coordinator of MUJ MUN, and Dr. Fakira Mohan Nahak, Director of the School of Media & Communication. Following the auspicious lamp-lighting ceremony, the Core Secretariat addressed the audience, which set an inspiring tone for the event.

### Nalin Sharma

Manipal University Jaipur hosted the 11th edition of MUJ MUN on September 28 and 29, 2024, reaffirming its position as Rajasthan’s largest Model United Nations (MUN) conference. Welcoming over 300 participants, the event saw debaters and thinkers come together for two days of riveting discussions across seven committees. These included the United Nations Security Council (UNSC), United Nations General Assembly (UNGA), United Nations Human Rights Council (UNHRC), International Atomic Energy Agency (IAEA), Lok Sabha, Central Board of Film Certification (CBFC), and International Press.

Organised collaboratively by the Directorate of Students’ Welfare (DSW) and Litmus, the university’s literary club, the event offered partic-

ipants insightful debates, thoroughly engaging committee sessions, and, of course, an exhilarating social night. Adding to the stakes was an attractive cash prize for the winners.

The meticulous planning of the organising team, led by Secre-



*Lok Sabha committee session in action.*



# Fostering Diplomacy and Debate

Soon after the inauguration, the committee sessions commenced in Academic Block 3, where delegates engaged in debates and deliberations. A midday break for lunch in the Old Mess allowed participants to recharge before an evening of entertainment.

The social night, held back in the auditorium, featured performances by The Music Club, Coreografia, and The-D-Club. Each of the performances resonated with the spirited audience.

## Day 2: Diplomacy and Debates

The second day began with the

ongoing committee sessions. Delegates worked on building blocks, drafting resolutions, and refining their documentation. A highlight of the Day 2 event flow was the press conference, where cub journalists from the “International Press” questioned delegates about their portfolios and agendas. After a final round of committee discussions and a lunch break, participants gathered for high tea before proceeding to the much-anticipated closing ceremony. The closing ceremony honoured the hard work and dedication of the organising team, the Core Secretariat, sponsors, and the Executive Board

of the committees. The Best Delegate award went to Nalin Sharma (UNSC) while Poornima Bhargava (UNSC) received Verbal Mention and Aditya Kumar Ravi (Lok Sabha) received Special Mention.

MUJ MUN 11.0 concluded with participants leaving enriched by enhanced skills in oratory, writing, diplomacy, and networking. As the curtains closed, MUJ MUN left behind an indelible mark of intellectual growth and unforgettable memories for all the attendees.

# Excellence in Education: Laurel for Professor

## Chahat Patni

Professor (Dr.) Fakira Mohan Nahak, the Director of the School of Media and Communication, has been awarded the prestigious 13th Principals & Teachers Award for “Excellence in Education.” The award ceremony took place on September 9, 2024, at the iconic Jawahar Kala Kendra in Jaipur.

The accolade was patronised by Thar Sarvoday Sansthan, Simply Jaipur, and the Raghu Sinha Mala Mathur Foundation in recognition of Prof. Nahak’s outstanding contribution to the field of education.

In his acceptance speech, Dr. Nahak shared his perspective on the

pursuit of excellence, declaring, “Awards and recognition are one’s motivation to work towards excellence, and excellence is a never-ending process.”

Under Dr. Nahak’s visionary leadership, the School of Media and Communication has flourished as a hub of innovation and learning. His tireless commitment to nurturing young minds and fostering an enriching educational environment is well poised to shape future leaders in media and communication, inspiring both students and faculty alike.



*Professor (Dr.) Fakira Mohan Nahak receiving the excellence award*

# भाषाई जटिलताओं पर गरमागरम बहस



## Aditya Kumar Ravi

मणिपाल विश्वविद्यालय जयपुर द्वारा आयोजित एक वाद-विवाद प्रतियोगिता में विभिन्न विभागों के छात्रों ने हिस्सा लिया। जिसका विषय था “समाचार कार्यक्रमों में भाषा की जटिलताएँ।” इस आयोजन की अध्यक्षता द्वितीय वर्ष पत्रकारिता एवं जनसंचार के विद्यार्थी आदित्य कुमार रवि ने की, वहीं डॉ. राधिका मोहन गुप्ता, सहायक प्रोफेसर, कला विभाग और डॉ. वैशाली कपूर, एसोसिएट प्रोफेसर निर्णायक के रूप में उपस्थित रहीं। साथ ही, स्कूल ऑफ मीडिया एंड कम्युनिकेशन के निदेशक डॉ. फकीर मोहन और डिपार्टमेंट ऑफ मीडिया एंड कम्युनिकेशन के विभागाध्यक्ष डॉ. सुशील कुमार राय भी इस प्रतियोगिता में उपस्थित रहे, जिन्होंने प्रतिभागियों को मूल्यवान मार्गदर्शन प्रदान किया और इस आयोजन के महत्व के बारे में छात्रों को

जागरूक किया। इस अवसर पर डॉ. राम प्रताप सिंह, डॉ. अवनिश कुमार, डॉ. मनीष सचान जैसे कई अन्य शिक्षकों ने कार्यक्रम की सफलता में महत्वपूर्ण भूमिका निभाई।

“हिन्दी हमारे राष्ट्र की अभिव्यक्ति का सरलतम स्रोत है।”

- सुमतिरानंदन पंत

प्रतियोगिता के दौरान छात्रों ने समाचार कार्यक्रमों में भाषा की जटिलताओं पर अपने विचार बड़े उत्साह से प्रस्तुत किए। कुछ प्रतिभागियों ने अत्यंत प्रेरणास्पद उद्धरण पेश किए, तो वहीं दूसरों ने प्रतिवाद

करते हुए मीडिया में सांस्कृतिक रूप से जड़ित भाषा के उपयोग की महत्ता पर विस्तृत तर्क दिए। वहाँ उपस्थित दर्शकों ने प्रत्येक बिंदु पर जोशपूर्ण प्रतिक्रिया दी और प्रश्नोत्तर सत्र में सक्रिय रूप से भाग लिया।

इस वाद-विवाद प्रतियोगिता की एक प्रमुख विशेषता थी ‘मिस्ट्री पॉट’ नियम, जिसने कार्यक्रम में हास्य का तड़का लगाया। इस नियम के तहत कुछ प्रतिभागियों को जटिल हिंदी शब्द उपयोग करने दिये गए, जिससे हमारी मातृभाषा को बढ़ावा देने का महत्व स्पष्ट हुआ।

प्रतिभागियों में सानिया खंडेलवाल, श्रेया अरोड़ा, गरिमा सबलानी, केशव जोशी, गुरकीरत और यश भारद्वाज शामिल रहे। इन सभी ने अपने विचारों और तर्कों से दर्शकों का ध्यान आकर्षित किया।

आयोजन समिति में आद्या सक्सेना, भोर नंदिनी हाड़ा, दिशा कलानी, हीर शर्मा, इशिता राजदेव, रुचिका, सान्या सिन्हा, और स्नेहा खत्री शामिल रहीं। जिन्होंने इस प्रतियोगिता के सफल आयोजन में अहम भूमिका निभाई।

इस वाद-विवाद प्रतियोगिता ने न केवल छात्रों के बीच संवाद को प्रोत्साहित किया, बल्कि यह भी स्पष्ट किया कि कैसे भाषा और संस्कृति एक-दूसरे के पूरक हैं। गौरतलब है कि इस तरह की गतिविधियाँ विद्यार्थियों को अपने विचारों को स्पष्ट रूप से व्यक्त करने और उन्हें साझा करने का एक मंच प्रदान करती हैं। प्रतियोगिता के सभी प्रतिभागियों और आयोजकों की कड़ी मेहनत ने इसे सफल और यादगार बना दिया।



# First Day, First Show: Freshers Step on Campus

**Garima Sablani**

The Faculty of Arts at Manipal University Jaipur commenced the new academic year with the traditional Reporting and Document Verification Day for first-year students on September 14, 2024.

The campus buzzed with excitement as students, accompanied by their parents, arrived to complete the formalities and prepare for the start of their university journey. The reporting process took place in the hall of Academic Block 1, where a dedicated team of professors from various departments within the Faculty of Arts and Design warmly greeted the newcomers.

These professors served as the students' first point of contact, offering guidance and support as they navigated through the subsequent document verification process.

For the Bachelor's and Master's students of Journalism and Mass



*Registrar Dr. Nitu Bhatnagar addressing the audience.*

Communication, the document verification process was conducted in Room no. 327 of Academic Block 1. Faculty members not only ensured that all necessary documents were meticulously verified but also interacted with students and their parents.

The day offered the new undergraduate and graduate

students of the university a valuable introduction to the inclusive and encouraging community at Manipal University Jaipur.

As they embark on this new academic chapter, students are now poised to explore the rich opportunities in academics, culture, and beyond.



*Gathering at the Freshers' Orientation event.*



## Monash Delegation Inspires Intellectual Exchange



The School of Media and Communication at Manipal University Jaipur recently hosted an esteemed international delegation from Monash University, Australia. The interactive session brought together final-year Bachelor's and Master's students in journalism and mass communication with two distinguished delegates from Monash University's Department of Journalism and Media Studies.

Mr. Julian O'Shea, an accomplished engineer turned communicator, visual storyteller, and digital content creator, led a captivating session that left a lasting impact on students. His engaging delivery and deep insights into storytelling and digital content creation provided a perfect blend of inspiration and practical knowledge.

This visit offered students a unique chance to connect with international professionals and gain a broader perspective on global trends shaping the field of media and communication.

# Campus Gallery

