

**3<sup>rd</sup> ANNUAL REPORT**  
**(Period: 01/01/2023 to 31/12/2023)**

1. **Name of the Department:** Media Studies

2. **Name of the Chairperson/ Incharge of the Department:** Dr. (Prof) Rakesh Kumar Yogi

3. **Faculty Profile with Name, Qualification, Designation, Specialization:**

<b>Name</b>	<b>Designation</b>	<b>Qualification</b>	<b>Specialization</b>
Dr. (Prof) Rakesh Kumar Yogi	Professor	Ph.D.	Electronic Media
Prof. Meenakshi Sheoran	Professor of Practice	MA in Mass Communication and History with 25 years of experience. PhD in Journalism and Mass Communication (Pursuing).	Television Journalism, Advertising, Corporate Communication and Public Relation
Mr. Aniruddh Subhedar	Assistant Professor	MAMC and NET	Media and Social Issues
Dr. Deepika	Adjunct (Associate Professor)	NET, MPhil, and Ph.D.	Communication Theories and Research
Dr. Shweta Chaudhary	Adjunct (Associate Professor)	MPhil and Ph.D.	Research, Communication and Electronic Media
Dr. Deepak Dhariwal	Adjunct (Associate Professor)	MA in Animation and VFX, MA in Mass Communication. (With 15 Years of Experience). PhD in Journalism and Mass Communication (Pursuing)	Animation, Graphics and Digital Media
Ms. Akanksha Singh	Adjunct (Assistant Professor)	MPhil and NET	Media Writing Skills, Translation, Law and Ethics
Ms. Mithu Das	Adjunct (Assistant Professor)	MA of Fine Arts, Diploma in Animation and Film Making PhD in Animation and Multimedia (Pursuing)	2D Animation and Visual Artist

4. **Curricular Aspects**

Programmes offered:

Program name	Sanctioned Intake	Duration of Program	Year of start of Program
MAMC	20	2 years	2022
MAMC Integrated	30	5 years	2022
B.Sc. Animation and Multimedia	30	3 years	2022

## 5. Student enrollment and profile:

(i). Demand ratio during the year (2023-24)

Programm Name	Sanctioned Intake	Number of Applications received	Students Enrolled
MAMC	20	23	14
MAMC Integrated	30	51	30
B.Sc. Animation and Multimedia	30	37	17

(ii). Student strength (2023-24):

Programme Name	Student Strength		
	Male	Female	TOTAL
UG	23	6	29
PG	10	14	24
PG (Integrated course)	28	21	49
Ph.D. Coursework			
Ph.D. (Registered students only)			
Others (Diploma/Certificates etc.)			
<b>Grand Total</b>	61	41	102

(iii) Pass percentage of students (Session 2022-23):

Programme Name	Number of students appeared in the final year examination	Number of students passed in final year examination	Pass Percentage
MAJMC	16	16	100%

## 6. Research, Innovations and Extension Activities of the Department/Centre:

(A). Research Supervision (PG and Ph.D):

Name of Faculty	Name of Degree	Registered/ Thesis submitted/ Degree Awarded	Your Role (Supervisor/ Co-supervisor)	Affiliation with GUG (Y/N)

Prof (Dr) Rakesh Kumar Yogi	MAJMC	PG project awarded	Supervisor	Yes
Dr. Deepika	MAJMC	PG project awarded	Co-Supervisor	Yes

(B). Research Papers/Review Articles Published (Provide the details of research/review paper as under:

Name of Author(s)	Journ al Name	Vo l.N o.	Pag e No.	Publica tion Type (Resear ch/ Review)	National/ Internati onal	ISS N No. /D OI	Im pa ct Fa cto r	UGC Care Listed (Y/N)	SCOP US/SCI /WOS/ IEEE Indexe d (Y/N)	Affiliation with GUG (Y/N)
Dr. Deepika and Dr. Shweta Chaudhry	Com munication Today	Ja n- June, 20 23 Issue	15 5- 165	Resear ch Paper	National	09 75- 217 X	0	N	N	Y

(C). Books/Book Chapter Published:

Name of Faculty	Autho r Name(s)	Book/Edi ted Book Title	Year of Publicati on	Name of Publish er	Publish er Address	ISB N Nu mber	Publica tion Type (Autho red/Edi ted)	Le vel (N/ I)	Affiliatio n with GUG (Y/N)
Prof (Dr) Rakesh Kumar Yogi	Prof (Dr) Rakesh Kumar Yogi	Book title: ता कि सनद रहे (revised edition)	2023	SHAR DA PRAKA SHAN	SHAR DA PRAKA SHAN	978 -93- 9240 2- 70-8	Author ed	Na tional	GUG
Prof (Dr) Rakesh Kumar Yogi	Prof (Dr) Rakesh Kumar Yogi	Mastering Electronic Media: Writing and Program Production	2023	SHARD A PRAKA SHAN	SHARD A PRAKA SHAN	978- 93- 9240 2- 91-3	Author ed	Nat ional	GUG
Prof (Dr) Rakesh Kumar Yogi	Prof (Dr) Rakesh Kumar Yogi	इलेक्ट्रॉनिक मीडिया : लेखन एवं कार्यक्रम	2023	SHARD A PRAKA SHAN	SHARD A PRAKA SHAN	978- 93- 9240 2- 61-6	Author ed	Nat ional	GUG

		निर्माण							
Prof (Dr) Rakesh Kumar Yogi	Prof (Dr) Rakesh Kumar Yogi	मीडिया लेखन : समाचार एवं समाचारेतर	2023	Juggernaut Publications	Juggernaut Publications	978-93-92401-56-5	Author ed	Nat ional	GUG
Prof (Dr) Rakesh Kumar Yogi	Prof (Dr) Rakesh Kumar Yogi	Media Writing : News and beyond news	2023	Juggernaut Publications	Juggernaut Publications	978-93-92401-84-8	Author ed	Nat ional	GUG
Dr. Deepika	Dr. Deepika	Book title: Digital Literacy Essentials : Understanding and Engaging with Media	2023	K. K. Publications	4806/24, Bharat Ram Road, Darya Ganj, New Delhi-110002	978-93-92003-36-3	Edited	Nat ional	Gurugram University
Mr. Anirudh Subhedar	Mr. Anirudh Subhedar	Shahari Naksalwad: Sach	2023	SHARDA PRAKASHAN	SHARDA PRAKASHAN	978-93-92402-25-8	Edited	Nat ional	GUG

(D) Faculty Participation in Conferences/ Invited Talks /Extension Lectures, etc.:

Name of Faculty	Title of the Paper presented	Title of Seminar/Conference	Address of Conference with Venue	Organized By	Level (N/I)	Date of Presentation	Type Of Presentation	Affiliation with GUG (Y/N)
Prof Rakesh Kumar Yogi, Prof Meena kshi Sheoran and Ms. Akanksha Singh	-	Training of Trainers (ToT) Program	National Institute of Social Defence Sector 10 Dwarka Delhi 110075	National Institute of Social Justice	National	22-23 November 2023	Participation	Yes
Prof	-	Antrashtriye	Rajkiye	Rajkiye	Internat	26 <sup>th</sup>	Subject	Yes

Rakesh Kumar Yogi		Sanghoshthi Bartiye sanskriti main yog sangeetaur sahitye	Kanya Mahavidhyalay Sector 14 Gurugram	Kanya Mahavidhyalayw, Gurugram	ional	November 2023	Expert/Session chaired/Special Addressed	
Prof Rakesh Kumar Yogi	-	Seminar on Media Culture Society in Digital Era	Swaraj Sadan Maharshi Dayanad University Rohtak	Department of JMC	National	30 <sup>th</sup> October 2023	Esteemed Resource Person	Yes
Prof Rakesh Kumar Yogi	-	Hindi Shikshan Main Filmon ka Upyog	Webinar	Kendriye Hindi Sansthan, Antarashriye Sahyog Parishad tatha Vishva Hindi Sachivalay e	National	9 <sup>th</sup> July 2023	Special Adressd	Yes
Prof Rakesh Kumar Yogi		National Conference on gender studies: past present and future possibilities Technical session 3	Auditorium 1 <sup>st</sup> floor	Aggarwal College Ballabgarh	National		Chairperson	
Dr. Shweta Chaudhry		7 days' workshop on NAAC	Research Foundation of India, Delhi	Research Foundation of India and Kasturba Gram Gramin sansthan Indore	National	9-15 March 2023	Participation	Yes
Dr. Shweta Chaudhry		One day Programme	Research Foundation of India	RFI-Care	National	16 march 2023	Participation	Yes
Dr. Shweta Chaudhry		International faculty development program on Business Analytical and	Research Foundation of India	Deccan education society and RFI	National	21-28 August 2023	Participation	Yes

		Intelligence					
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(E) Awards/ Recognition Received by Faculty Members:

Name of Faculty	Award Name and Agency	Level (International/National/State/University)	Year of Award	Affiliation with GUG (Y/N)	Field / Contribution	Whether it is awarded for innovation
Dr. Shweta Chaudhry	Rashtriya Hindi Rakshak Manch, Indore	National	2023	yes	Ecademics	No

(F) Details of seminars /conferences /workshops /extension lectures /study tour etc organized by the Department/Centre.

Name of the Activity	Title	Level (National/International)	Date(s)	Funding Agency	No. of Beneficiaries
Conferences/Seminars/workshop etc.	National Media Dialogue	National	12-13 April	GU	300
	Shuchna, Samvaad evam Samaj (orientation Programme)	State	4-8 September 2023	GU	200
	Poster Competition Innovation for New India (workshop)	State	24 November 2023	GU	70
	Man se Man Tak (Kavya Goshti)	State	15 November 2023	GU	100
Extension Lecturers Study Tour/ Field Tour/Educational Tour	Cooperation Dialogue Series on India Freedom Struggle and Journalistic Contribution	State	25 September 2023	GU	100
	Amrit kaal Vimarsh: Viksit Bharat by 2047	National	4 December 2023	ICSSR	300

	Punya Smaran samvaad evam vitrachitra pradarshan	State	26 December 2023	GU	100
	G20 University Connect	National	26 September 2023	University Grants Commission	30
	Film Screening and Appreciation Dialogue for The Kerala Story	State	11 May 2023	Department of Media Studies	25
	Film Screening and Appreciation Dialogue for Fouja	State	9 October 2023	Department of Media Studies	70
	Visit to Sansad TV participation in 'Awaz Desh Ki'	State	14 November 2023		50
	Portfolio Exhibition at JC Bose university YMCA	State	18 November 2023	Department of Media Studies	20

(G) Participations of Students in Extra/Co-Curricular Activities:

Name of the Activity (Sports, Cultural, NSS & Other Events)	Level of the Activity (National/International)	No. of Students who Participated	Position Achieved, if any
5 <sup>th</sup> Chitrabharti Film Festival Documentary Film Naina	State	15	2 <sup>nd</sup>
5 <sup>th</sup> Chitrabharti Film Festival Best Actress Award	State	1	1 <sup>st</sup>
5 <sup>th</sup> Chitrabharti Film Festival Documentary Film	State	4	2 <sup>nd</sup>

Savidhan			
5 <sup>th</sup> Chitrabharti Film Festival Documentary Film Antariksh Ke liye bani hun main	State	12	Conciliation Prize
Mime (youth festival)	State	8	1 <sup>st</sup>
Hindi act	State	8	1 <sup>st</sup>
Documentary	State	5	2 <sup>nd</sup>
Haryanvi Skit	State	10	2 <sup>nd</sup>
Solo Singing	State	1	1 <sup>st</sup>
Qawwali	State	12	2 <sup>nd</sup>

(H) Number of extension and outreach programmes conducted, if any in collaboration with Industry, Community and Non-Government Organizations through, NSS/NCC/Red Cross/Youth Red Cross (YRC), Swachh Bharat, Aids Awareness, Gender issue etc.

Title of activity	Organizing unit/agency/collaborating agency	Number of students who participated
-	-	-
-	-	-

(I) Number of Collaborative activities for Research, Faculty exchange, Student exchange during the year

Nature of activity	Participant(s)	Source of financial support	Duration
-	-	-	-
-	-	-	-

(J) Linkages with Institutions/Industries for Internships, on the job training, project work, sharing of research facilities during the year

Nature of linkage	Title of linkage	Name of partnering institution/industry/research lab with contact details	Duration (From – To)	Participant(s)

(k) MoUs signed with Institutions of National, International Importance, other Universities, Industries, Corporate Houses etc. during the year

Organization/Institution	Level (Int./National)	Date of MoU signed	Purpose and activities	Number of students/teachers participated under MoUs
Stage App	State	31 October 2023	Internship, placements and practical learning	10

## 7. Infrastructure and Learning Resources

(A) Details of augmentation in infrastructure facilities during the year

Facilities	Existing	Newly added
Class Rooms	5	-
Laboratories	Srijan Multimedia and Animation Lab	-
Seminar Halls		
Class Rooms with LCD facilities	-	-
No. of Important Equipment's purchased ( $\geq 10$ lakhs) during the year	-	-
Value of equipment purchased during the year (Rs. In lakhs)	-	-
Others		

(B) E-content developed by teachers such as : e-PG pathshala, CEC (under e-PG pathshala), SWAYAM, other MOOCS platform, NPTEL/NMEICT/any other Government initiatives and institutional learning management system (LMS) etc

Name of the Faculty	Name of the Module	Platform on which Module is developed	Date of launching E-content

## 8. Student Support and Progression:

(i) Number of capability enhancement and development schemes, if any such as Soft Skills development, Remedial Coaching, Language lab, Bridge Courses, Yoga, Meditation, Personal Counseling and Mentoring etc.

Name of Capability Enhancement Scheme	Date of Implementation	Number of Students Enrolled	Agencies involved, if any

(ii) Details of campus placement during the year (2022-23)

On campus			Off campus		
Name of organizations visited	Number of students participated	Number of students placed	Name of organizations	Number of students participated	Number of students placed
Amar Ujala	50	0	Stage App	2	2
Reporter Ji	40	5	Ritam App	3	1
Zucol	40	3	She the People	1	1
-	-	-			
-	-	-			

(iii) Student progression to Higher Education in percentage during the year (2022-23)

Year (2022-23)	Number of students Enrolled into Higher Education	Programme Graduated from	Name of institution joined	Name of programme admitted to

(iv) Students qualifying in State/National/International level examinations during the year (2022-23):

Examination	No. of students selected/Qualifying	Registration Number/roll number for the exam
NET	-	-
SET	-	-
SLET	-	-
GATE	-	-
GPAT	-	-
GMAT	-	-
CAT	-	-
GRE	-	-
TOFEL	-	-
Civil Services	-	-
State Government services	-	-
Any other	-	-

## 9. Faculty empowerment strategies

(A). Number of professional development/administrative training program organized for teaching and non-teaching staff during the year

Title of Professional Development Programme organized for Teaching staff (Faculty)	Title of Administrative Training Programme organized for non-teaching staff	Date (From – To)	Number of participants (Teaching staff)	No. of participants (Non-teaching staff)

(B) Number of Teachers attending professional Development Programme viz. Orientation Programme, Refresher Course, Short Term Course, Faculty Development Programme during the year

Title of the Professional Development Programme	Number of Teachers who attended	Date and Duration
Training of Trainers (ToT) Program	3	22-23 November 2023

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#### 10. Participation of Faculty in Extra Curricular Activities/ Administrative Assignments:

Name of the Faculty	Name of the Activity (Sports, Cultural, Social, Examinations, Educational Tour & Any other Administrative Assignment)	Nature of the Duty Assigned	Date(s)	Level of the Activity (National / International)
Prof Rakesh Kumar Yogi	Seminar on Media Culture Society in Digital Era	Esteemed Resource Person	30 <sup>th</sup> October 2023	National
Prof Rakesh Kumar Yogi	Practical Examination	Practical Examiner	20 <sup>th</sup> May 2023	State
Prof Rakesh Kumar Yogi	Deliver Extension Lecture under placement cell	Honourable Key Speaker	20 <sup>th</sup> November 2023	State
Prof Rakesh Kumar Yogi	5 days training Programme SCERT	Resource Person	22 <sup>nd</sup> February 2023	State
Prof Rakesh Kumar Yogi	(Member) of the Selection Committee for interviews	Subject Expert	17-20 September 2023	Central
Prof Rakesh Kumar Yogi	Technical Committee for JMC Studio	Member	20 January 2023	University
Prof Rakesh Kumar Yogi	Yuva Samad	Chief Guest	24 <sup>th</sup> July 2023	University
Prof Rakesh Kumar Yogi	Committees for Workshop on NIRF and NAAC Rankings	Organization Committee Member	5 <sup>th</sup> October 2023	University
Prof Rakesh Kumar Yogi	G20 University Connect Bharat Madapam	University Representative	26 <sup>th</sup> September 2023	National
Prof Rakesh Kumar Yogi	Syllabus Committee	PG and UG Board Member	2021 onwards	University
Prof Meenakshi Sheoran	Syllabus Committee	PG and UG Board Member	2021 onwards	University
Prof Meenakshi Sheoran	Youth Festival	Jury Coordination	3, 4 and 5 <sup>th</sup> November 2023	University
Prof Meenakshi Sheoran	5 <sup>th</sup> Chitrabharti Film Festival	Stage Coordination and	4-5 March 2023	State

		Moderation		
Dr Deepika	Syllabus Committee	PG Board Member	2021 onwards	University
Dr. Shweta Chaudhary	Syllabus Committee	PG and UG Board Member	2021 onwards	University
Mr. Anirudh Subhedar	Nominated Member IQAC for NAAC at Department Level	Nominated Member	July 2023	University
Mr. Aniruddh Subhedar	Examination Invigilator	Invigilator	June 2023 and December 2023	University
Ms Akanksha Singh	Youth Festival	Jury Coordination	3, 4 and 5 <sup>th</sup> November 2023	University
Dr. Shweta Chaudhary	Placement	Placement Coordinator	2023	University

**11. Participation of Faculty Members in various Statutory Bodies/Professional bodies of other Universities/Research Organisations:**

Name of the Faculty Member	Name of the Statutory Body/ Professional bodies	Name of Organisation	Position	Tenure
Dr Deepika	Journal Media Watch	Sage Publication	Reviewer	9-12-2023
Dr Deepika	The IJBST Journal Group	UNESCO and IJBST	Honorary Member Editorial Board	Life Time
Dr Deepika	Edwin Group of Journal	Edwin Incorporation	Honorary Member Editorial Board	Life Time

**12. Best practices (Describe at least three best practices)**

1. Students regularly engage in the editorial process of the "University Ink" Newsletter, fostering collaboration with faculty guidance.
2. They take active roles in organising and managing university events and promoting hands-on learning experiences.
3. Students participate in university events through strategic media coverage.

**13. Distinctness of the department/Centre, if any:**

#### **14. Future plans for next Academic year (2024-25):**

1. Offering an MA programme in advertising and public relations, offering students comprehensive training in strategic communication and brand management.
2. International film festivals that provide students with unique opportunities for networking, learning, and industry exposure.
3. Foster hands-on partnerships with leading media organisations, startups, and event management firms, enabling students to gain practical experience and real-world skills in organising and executing events.
4. Introduce news bulletin productions as part of the curriculum, empowering students to develop journalistic skills and produce professional-grade news content.

**CHAIRPERSON**

**Note: The information must be typed using the format: Times New Roman, font size 12, spacing 1.5, justified.**