



www.snuniv.ac.in



# ADMISSIONS OPEN 2025

For More Details



ADMISSION ENQUIRIES:

☎ **1800 2588 155**

☎ **75950 44470/71/72/73**

☎ **81001 21210**

🌐 **www.snuniv.ac.in**

VISIT CAMPUS AT:

DG 1/2, New Town,  
Action Area 1, Kolkata-700156  
(Beside Biswa Bangla Gate)



# Sister Nivedita University



## Launch Your Creative Career

### Journalism and Mass Communication



Now Integrated with  
**Generative AI**



Immersive Learning with  
**AR/VR**

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## FROM VICE CHANCELLOR'S DESK

Education gives knowledge to a person which in turn translates into wisdom. The ability to implement knowledge into a productive process serves mankind.

Sister Nivedita University with its brilliant faculty team will give the students the required expertise to gain that knowledge. But in order to transform that knowledge, the students are required to develop their own value chain.

I would recommend everyone to develop their extra-curricular skills and also understand the application of your conceptual learning. I would also want you all to follow your heart and passion. Do not choose a subject only because of lucrative job offers, but only if you have the passion to follow it. Money does not work during the dull times, it is the passion which keeps you going.

My profession has given me the privilege to interact with students from various timelines, and all the students had one thing in common - they chose a field which they liked. Utilise the campus resources, interact with faculty members to understand your potentials and strengths, and I am sure the intellectual ambience of our campus will help in converting your efforts into a success story. And above all, be a good human being.

**PROF. (DR.) DHRUBAJYOTI CHATTOPADHYAY**

*Sister Nivedita University*

## VISION

- To **encourage** continuous innovation in education
- To **support** creativity, entrepreneurship and research
- To have a **transformative impact** on the society through inclusiveness



## VALUES

- **Integrity** - to act ethically, honestly and with fairness
- **Respect** - to listen, value and acknowledge
- **Courage** - to lead, take responsibility and question
- **Excellence** - to strive for distinction
- **Impact** - to empower, enable and inspire



# MISSION

- To foster an educational environment comprehensive in terms of both knowledge dissemination and curriculum design.
- To develop an educational environment that is accessible to all and not just to a privileged few.
- To develop a community based on quality faculty members, research, effective pedagogy and an enquiring student population.
- To strengthen cultural understanding through opportunities, to study languages, cultures, arts and the implications of social, political, economic and technological change through the encouragement of study and research.



## FROM DEAN'S DESK

Welcome to the School of Media Communications, Fine Arts, Design & Drama at Sister Nivedita University, a dynamic and vibrant hub where creativity meets professional excellence. Here, we believe in nurturing not just skills, but also the unique artistic vision within each student.

Our curriculum is designed to be both comprehensive and cutting-edge, reflecting the rapidly evolving landscape of media and the arts. We provide hands-on training in state-of-the-art facilities, including SNU Radio, SNU Reel, SNU Chronicle, Art Workshops and our advanced Apple Labs, ensuring you're industry-ready from day one. Join us at the School of School of Media Communications, Fine Arts & Design and let's create the future together.

**PROF. (DR.) MINAL PAREEK**

*School of Media Communications, Fine Arts & Design*

## ABOUT SNU

The University was established with a vision in 2017 and it reached greater height with every passing year. This has ensured that the dynamic image of the University is kept intact by the ever evolving students, faculty members and management. The motive of the University is to keep an eye on all-round development of an individual and shaping of young in a way that is useful to the social circle. The University has its infrastructure and resources to cater to the present generation of students. We offer conventional courses alongside the new cutting edge components of learning modules. Sister Nivedita University defines modern learning in a personalized atmosphere.

## ABOUT THE DEPARTMENT

The Department of Journalism and Mass Communication, a dynamic center of innovation within the School of Media Communication, Fine Arts & Design, is dedicated to fostering the next generation of media professionals. Equipped with contemporary facilities such as SNU Radio, SNU TV, SNU Studio, MAC Labs, and a dedicated Newsroom, the department emphasizes providing learners with extensive hands-on training. The professors aim to cultivate practical skills and a deep understanding of the media landscape, setting students apart in this competitive field. This department appears to be committed to providing an environment where students can actively engage with the tools and techniques of modern journalism and mass communication.



## COURSE INSIGHTS

- ✓ Specialized Majors & Minors
- ✓ International Collaborations
- ✓ Hands-on Experience
- ✓ Entrepreneurship & Industry Training
- ✓ Career Advancement Schemes
- ✓ Merit-Based & Need-Based Scholarships
- ✓ Internships in Top MNCs



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# OUR COURSES

## ► Journalism and Mass Communication

- B.A. (Hons.) Journalism and Mass Communication **[4-Years]**
- M.A. Journalism and Mass Communication **[2-Years]**
- M.A. (PR & Advertising) **[2-Years]**

## ► Animation & Graphics

- B.Sc. (Animation & Graphics) **[4-Years]**
- B.Sc. (Generative AI and Design Learning) **[4-Years]**
- B.Sc. (Visual Effects and Animation) **[4-Years]**
- M.Sc. Animation & Graphics **[2-Years]**
- Animation Certificate Course **[1-Year]**

## ► Drama and Acting

- B.A. (Drama and Acting) **[4-Years]**



# IMMERSIVE LEARNING

1. **Hands-on Training:** Projects and simulations in pro studios/labs
2. **Real-World Projects:** Applying skills to actual media scenarios
3. **Internship Opportunities:** Experience with leading media organizations
4. **Industry Interactions:** Guest lectures and workshops
5. **State-of-the-art Facilities:** Access to cutting-edge equipment
6. **Focus on Emerging Technologies:** Training on latest digital platforms and AI trends
7. **Collaborative Learning:** Team projects and assignments
8. **Ethical and Social Responsibility:** Developing responsible media practitioners



# STATE-OF-THE-ART RESOURCES

## EDITING LAB

300 sqft Lab Area  
Apple and Windows Powered Machines  
Adobe Powered Editing Software's  
Apple Powered Video Editing Software (FCP)  
Workshops by Adobe Monthly  
Endless Video Editing Training And Workshops  
Central Audio Visual Data Storage Server  
24x7 Power Backup System



## TELEVISION STUDIO

1300 sqft Studio Area  
200 sqft Chroma Set  
2 News Desk Sets  
Leska LED Light Setup  
Professional Sony 4 Camera Newsroom Set-up  
Talkback and Teleprompter  
24x7 Solar Power Supply  
60 mins UPS Backup



**"The Students run the show completely... we believe in giving complete hands on experiences to make students industry ready"**

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# STATE-OF-THE-ART RESOURCES

## PHOTOGRAPHY LAB

80 sqft Lab area  
Adobe Powered Post Production Lab  
Sony and Nikon Full Frame Camera  
Monthly Workshops by Sony and Adobe  
Elinchrom Studio Lighting Setup  
Digital Printing Facility  
24x7 Power Backup System



## RADIO STUDIO

100 sqft Soundproof Recording Room  
80 sqft Radio Studio & Control Room  
Avid ProTools Powered Studio  
16 in 16 out Recording Options  
Folly Sound Recording  
Audio Dubbing Setup  
24x7 Live Radio with Outdoor Live Reporting  
Sound Mixing and Mastering Setup



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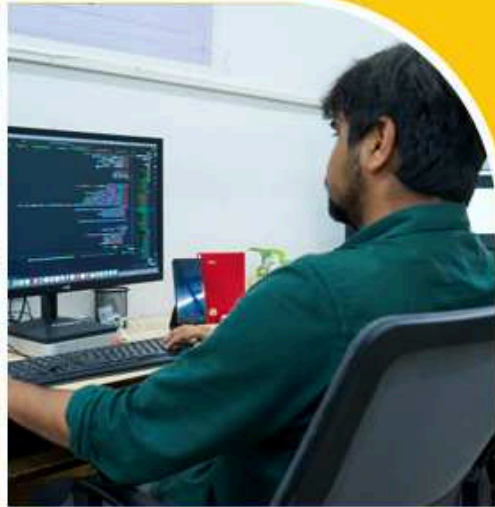


# STATE-OF-THE-ART RESOURCES



## Web & Social Media Hub

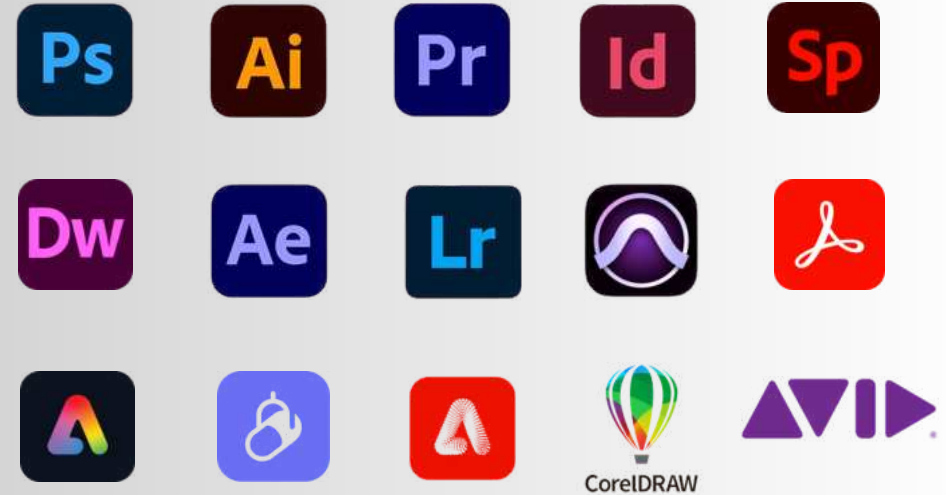
Social Media Management  
Website Development  
UI/UX Designing  
Business Analytics  
Animation & Video Editing



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## SOFTWARE & TOOLS





# DISTINGUISHED FACULTIES



**DR. MINAL PAREEK**

Dean



**ABHI MAHAPATRA**

Professor of Practice



**SAIKAT MAJUMDAR**

Assistant Professor & HOD



**JHUMUR DATTA GUPTA**

Assistant Professor

**DR. BUROSHIVA DASGUPTA**

Advisor



**SANTOSH KUMAR KOPPISETTI**

Professor of Practice



**ARINDAM BASU**

Assistant Professor



**KRISHNENDU DAS**

Assistant Professor



**JOYDEEP MUKHERJEE**

Assistant Professor



**SUMAN CHAKRABORTY**

Assistant Professor



**NAMASHISH SHARMA**

Assistant Professor



**BHASWAR BHATTARCHARYA**

Assistant Professor



**ATASHI BHATTACHARYA**

Assistant Professor



**SATYAJIT SAMANTA**

Assistant Professor



## PROJECTS HANDLED BY STUDENTS



### MECON (Media and Entertainment Conclave):

In collaboration with Sister Nivedita University, a distinguished conclave on Media and Entertainment, titled **Mecon**, was successfully organized, bringing together esteemed experts from both the industry and academia.



### HAMFEST INDIA-24:

Hamfest India 2024 was co-hosted by OSCAR India and Sister Nivedita University! This prestigious event returns to Kolkata for the 3rd time in its 33-year history, celebrating the city's rich legacy in amateur radio.

### Third National Media Conclave:

Third National Media Conclave, hosted by the Department of Journalism and Mass Communication, Sister Nivedita University. With over 90 paper presenters from across India and around the globe, this event has fostered rich discussions and collaboration among esteemed guests.



### International Kolkata Book Fair Partnership:

Sister Nivedita University is digital partner for the fourth consecutive year for International Kolkata Book Fair. Our dedicated students have worked tirelessly to provide comprehensive digital coverage, ensuring that every event and highlight is easily accessible to all. Exciting additions to the 48th International Kolkata Book Fair 2025 include the introduction of official mascots, "**Haso and Hasi**," and a brand-new mobile application for Android and iOS designed to help visitors effortlessly locate their favourite book stalls.





# PROJECTS HANDLED BY STUDENTS



## APAI Education Fair:

The students get their hands-on experience in digital marketing efforts, social media content creation and public relations strategies to enhance the event's engagement and visibility among educators and prospective students.



## Film & Theatre Workshops:

Dr. Mohan Agashe engaged in an insightful conversation with Dr. Minal Pareek. During the session, Dr. Agashe shared his extensive experience in film acting and his life-long journey in theatre, offering valuable insights to students on shaping their skills in acting, theatre, and communication.

## International Pathway Programme:

SNU Launches International Pathway Programme in Collaboration with Bradley University, IL, USA  
Kolkata, March 21, 2025 – Sister Nivedita University (SNU) has taken a significant step towards global education by launching the International Pathway Programme in collaboration with Bradley University, IL, USA.



## IKS-Indian Knowledge System:

School of Media Communication, Fine Arts and Design, and the Department of Performing Arts, recently organized a seminar on the Indian Knowledge System as part of a capacity-building program. The lecture, titled Through the Lens: Digital Media Forms, focused on exploring traditional Indian knowledge through the lens of modern digital media.





## PROJECTS HANDLED BY STUDENTS



### Nikhil Bharat Banga Sahitya Sammelan 2022:

On the occasion of completion of 100th year of the organisation, Nikhil Bharat Banga Sahitya Sammelan 2022 was held at Sister Nivedita University.



### 11th New Town Book Fair:

Inauguration of the 11th New Town Book Fair. The theme was 'রক্তকরবী', promises to be a celebration of literature and culture. Our dedicated students have worked tirelessly to provide comprehensive digital coverage, ensuring that every event and highlight is easily accessible to all.

### Empowering Women: BAGHINI 2 workshop:

BAGHINI workshop, organized by the Bidhannagar Police Commissionerate at the prestigious SNU campus. With the vision to empower women of all ages and provide them with a comprehensive understanding of the laws safeguarding their rights, this four-day workshop is all set to create a positive impact.



### 38th AIU UNIFEST 2025(East Zone):

Association of Indian Universities (AIU) Unifest 2025, Hosted by Sister Nivedita University. Participants of the AIU Unifest 2025 competitions have been sharing glowing reviews of the festival, highlighting its vibrant atmosphere and well-organized events. Overall, AIU Unifest 2025 has left a lasting impression on participants, with many describing it as a festival of excellence, inclusivity, and celebration.





# AWARDS & ALLOCADES



HAMFEST INDIA 2024



IKBF PARTNERSHIP



MECON 2025



TOI Leadership



TRANSFORMANCE AWARD



NEWTOWN BOOKFAIR



IKBF PARTNERSHIP



WB COMMISSION FOR PROTECTION OF CHILD RIGHTS



ICDAI 2024



HACK4BENGAL 2.0



NIKHIL BHARAT BANGO SAHITYA



NEWTOWN BOOKFAIR

and many more .....



## CAREER PROSPECTS

- Coveted Positions at top MNCs
- Entrepreneurship
- Job Opportunities in the Following Profiles:
  - **Mainstream Journalism:** Reporter, News Producer, Anchor, Copywriter, Radio Jockey, News Correspondent, Digital News Editor
  - **PR & Advertising:** Event Planner, Digital PR Manager, Media Planner, Marketing Officer, Creative Director, Brand Strategist, Art Director (Advertising)
  - **Digital Marketing:** Content Strategist, SEO Analyst, Social Media Manager, Data Analyst (Marketing), Email Marketing Specialist
  - **Animation & Graphics:** Graphic Designer, Video Editor, Animator, Technical Director, Art Director, VFX (3D) Artist, Storyboard & Character Artist, Cartoon Artist, Video Game Designer, AR/VR Specialist
  - **Drama:** Art Curator, Set Designer (Theater/Film), Theater Director, Screenwriter, Performance Artist, Voice Actor, Stage Manager

# STUDENT DEVELOPMENT

## SNU CHRONICLE

An online news portal run by students, providing a platform for digital journalism and online news reporting.

## SNU POST

A monthly newspaper published by students, covering a wide range of topics and offering practical experience in print journalism.

## SNU REEL

A digital TV channel managed by students, providing opportunities for hands-on experience in television production, anchoring, and video journalism.

## SNU RADIO

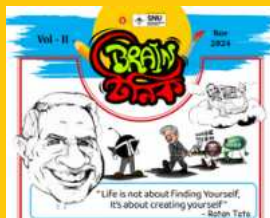
A digital radio station run by students, offering a platform for aspiring radio journalists and broadcasters to hone their skills and produce engaging content.

## SAMARAKHO

A digital radio station run by students, offering a platform for aspiring radio journalists and broadcasters to hone their skills and produce engaging content.

## BRAINTONIC

A monthly digital magazine featuring caricatures and creative content, encouraging students to explore and develop their artistic talents.



# VIBRANT CAMPUS LIFE





# INDUSTRY CONNECT



# PROUD TO BE AN "SNU ITE"

SNU turned my journalism dream into reality. Republic TV placement as a Reporter proves it. The faculty didn't just teach, they mentored, pushing me to find my voice and harness my passion. Forever grateful! to my second home, SNU.

**Hridita Chatterjee: B.A. Journalism and Mass Communication**



SNU wasn't planned, but my dream was. The faculty's belief in me was transformative. eLong nights in the studios taught me dedication. Grateful to SNU, my second home, as I start my next chapter at Netaji Subhash Engineering College as Technical Asst.

**Shreejita Bhowmik: M.A. Journalism and Mass Communication**



SNU shaped my media and marketing skills, allowing me to build a career in digital marketing. It gave me the foundation to manage brands and grow in the industry. I work as a social media manager at Evoblazed by Hands in Noida.

**Adrija Bhattacharya: M.A. Journalism and Mass Communication**



A former Amazonian, now currently working for Accenture as an Instructional Designer. But to crack the industry, and two big MNCs as my start, wasn't easy. That's where the role of SNU comes in. From shaping discipline to taking us beyond the classroom in the field, every student here gets to explore what they want.

**Vaishnavi Shukla: M.A. Journalism and Mass Communication**



In my final year of postgraduate studies, I'm developing a strong skillset as an editor, cinematographer, and even a basketball player. I'm currently working as a US Sports Writer for Essentially Sports, covering their sports highlights.

**Fatima Roshni: M.A. Journalism and Mass Communication**



SNU was about building a strong foundation. The Indian Express placement as a Video Producer is a testament to the practical training and mentorship I received. How can I forget those late nights for on-ground projects and the unforgettable experiences.

**Hemraj Ali: B.A. Journalism and Mass Communication**

