



Prospectus (2023-24)

**B. A. (MASS MEDIA)**

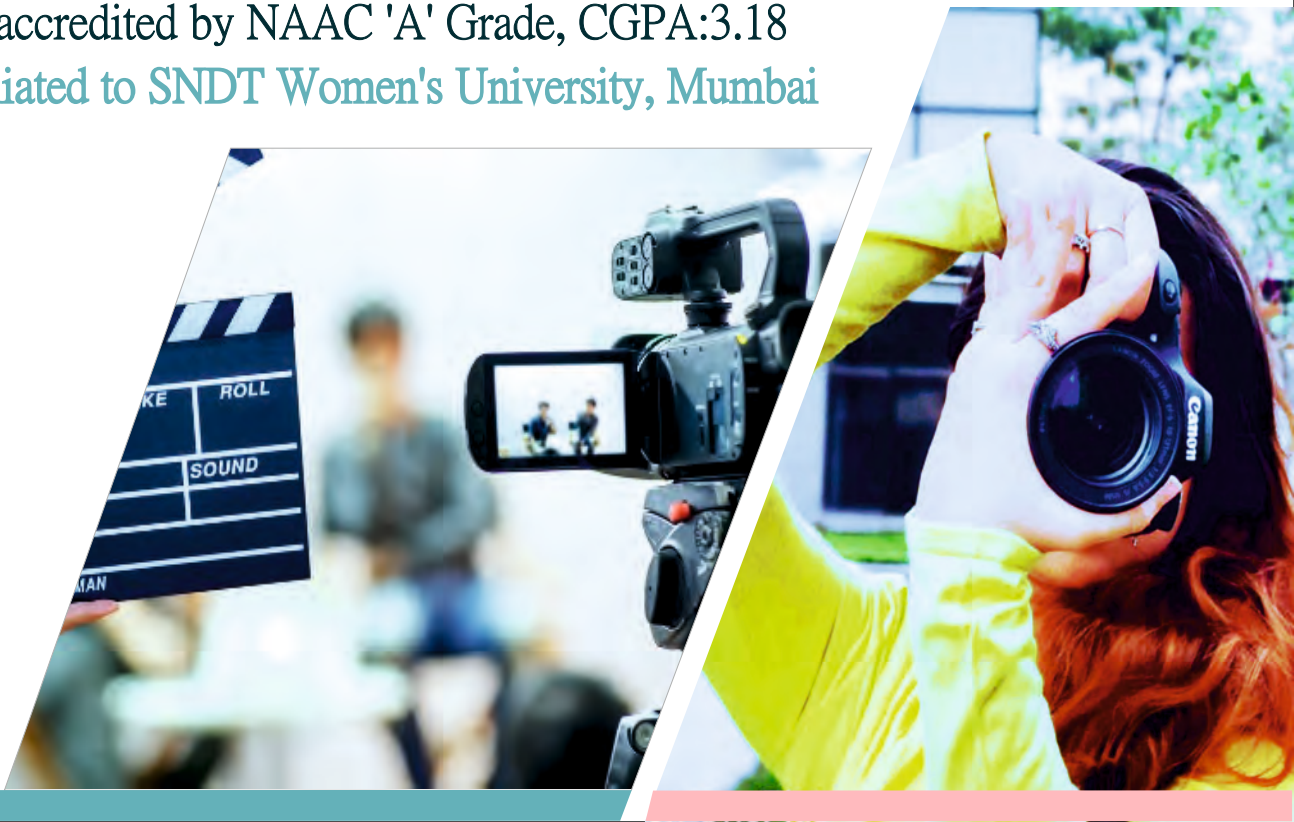
**M. A. (MEDIA AND COMMUNICATION)**

Satyam School of Journalism & Mass Communication

Under the aegis of SFI, Noida

Reaccredited by NAAC 'A' Grade, CGPA:3.18

Affiliated to SNDT Women's University, Mumbai



# Satyam School of Journalism & Mass Communication

Under the aegis of SFI, Noida

Affiliated to SNDT Women's University, Mumbai



is proud to announce that the college has been awarded



## GRADE

CGPA - 3.18

by

### NAAC

NATIONAL ASSESSMENT AND ACCREDITATION COUNCIL



in its Cycle-2 of Reaccreditation

Satyam  
GROUP OF INSTITUTIONS  
Empowering women through education

SATYAM GROUP OF INSTITUTIONS

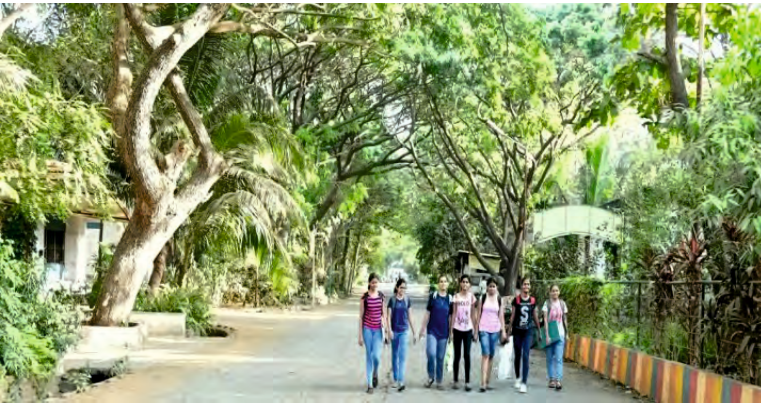




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# Shreemati Nathibai Damodar Thackersey Women's University, Mumbai



# Shreemati Nathibai Damodar Thackersey Women's University, Mumbai



## VISION

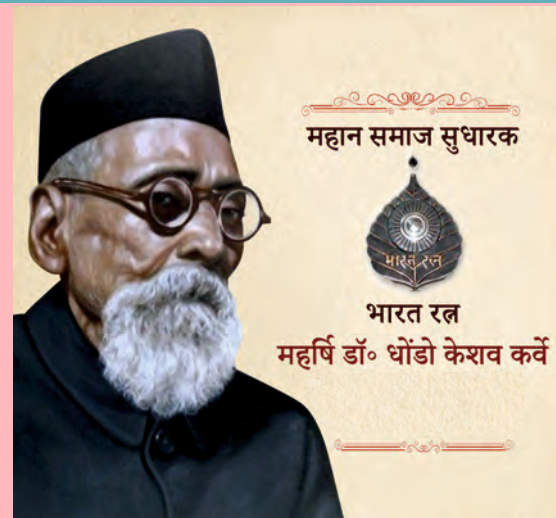
Today we visualise the SNDT Women's University as a world class university that continually responds to the changing social realities through the development and application of knowledge. The purpose of such engagement will be to create an inclusive society that promotes and protects the dignity, equality, social justice and human rights for all, with special emphasis on empowerment of women.

## MISSION

SNDT Women's University, Mumbai is committed to the cause of Women Empowerment by providing them access to education, particularly higher education, through relevant courses in the formal and non-formal streams. Further the University is committed to provide a wide range of professional and vocational courses to the women for meeting the changing socio-economic needs, with human values and purposeful social responsibility and achieving excellence with "Quality in every Activity"

## MOTTO

**An Enlightened Woman is  
a Source of Infinite  
Strength**



SNDT Women's University is the first Women's university in India as well as in South-East Asia. The University was founded by Maharshi Dr. Dhondo Keshav Karve in 1916 for a noble cause of Women's Education. The first five women graduated in 1921 from this University. The University Headquarters is in Churchgate Campus, Mumbai and the other two campuses of this University are at Juhu, Mumbai and Karve Road, Pune. In a century old existence, the university has grown into a multidisciplinary institution hosting diverse professional, technical and liberal arts programmes from K12 to PhD.

SNDTWU is probably one such university where there is Nursery school as laboratory for Human Development Department, Centres for Women's Studies, Inclusion and Exclusion, Distance Education, and has affiliated institutions for doctoral programmes. Unlike most university's in the country which have to have state jurisdiction, SNDTWU is unique in terms of jurisdiction. SNDTWU can affiliate colleges/institutions anywhere in India with prior consent from the State Government. SNDT Women's University is committed to the cause of women's empowerment through access to education, particularly higher education, through relevant courses in the formal and non-formal streams.

The university is committed to meet the changing socio-economic needs, with human values and purposeful social responsibility and to achieve excellence with "Quality in every Activity" through vocational and professional courses for women. The motto of the university is "An enlightened woman is a source of infinite strength".

There are six institutions recognized by SNDTWU for Ph. D Research. SNDTWU is a home to 1100 teaching and non-teaching staff members and 50,000 students spread across seven states and a union territory. SNDT Women's University stands 32nd amongst multi-disciplinary universities of India and ranked fourth in Western India according to the Week-Hansa Research ranking of 2020.



*Satyam*  
GROUP OF INSTITUTIONS  
Empowering women through education

# SATYAM GROUP OF INSTITUTIONS, NOIDA

"Empowering Women Through Education"

**SCHOOL OF JOURNALISM  
& MASS COMMUNICATION**

*Sjmc*  
SCHOOL OF JOURNALISM  
AND MASS COMMUNICATION

**SATYAM GROUP OF INSTITUTIONS, NOIDA**

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[satyamassmedia@gmail.com](mailto:satyamassmedia@gmail.com) | Website: [www.satyamassmedia.in](http://www.satyamassmedia.in)

# Colleges run by

## **SATYAM GROUP OF INSTITUTIONS, NOIDA**

### **SATYAM SCHOOL OF JOURNALISM & MASS COMMUNICATION**

SSJMC under the aegis of SFI Affiliated to SNDT Women's University, Mumbai is providing 3 years Bachelor Degree Course in Journalism and Mass Communication to female students. The objective of this course is to provide a platform to the girls/female students where they can showcase their talent and meet the demand of the emerging era as the scope of Media education has been widening day by day. SSJMC believes in the growth of students by making the process of learning by doing is committed to the idea of enhancing purposeful education with human values and social responsibilities making developing students to a complete media professional. There are various levels of study and each level is designed and balanced with theoretical and practical knowledge.

### **SATYAM FASHION INSTITUTE**

Satyam Fashion Institute, Noida, Delhi NCR is one of the top fashion Institutes in India providing UGC recognised Design courses in affiliation to SNDT Womens' Govt. University, Mumbai. The proximity of the college to industry creates a unique opportunity for collaboration and an ability to address market requirements. Regular field trips along with lectures and seminars by visiting designers, industrialists, manufacturers and artists broaden students awareness of the design field. Courses offered by SFI are B.Design (4yrs) with specialisation in Fashion Design, Textile Design, Fashion Communication and Lifestyle Accessories. It also offers PG Diploma in Fashion Design (2 yrs).

### **SATYAM COLLEGE OF EDUCATION**

Satyam College of Education, a top B.Ed College in NOIDA, India promoted by Satyam Charitable Trust (SCT), has been established with a firm commitment to foster a holistic approach and to facilitate and promote studies and research in emerging areas of Education. The college aims to achieve excellence in the field of Education with the needs and challenges in the era of globalization. The College is affiliated to the SNDT Women's University, Mumbai. The SCE has decided to emphasize on women education thus empowering them in the field of Education.



# Advisory Board



The Advisory Board has been set up to act as a bridge between the industry and the academics both at national and international levels-

## BOARD MEMBERS

1. Mrs. Sneh Singh - Chairperson
2. Mrs. Saroj Chaudhary - Vice Chairperson
3. CA Pradeep K Gupta - Trustee/Secretary
4. CA Vivek Jain - Trustee
5. Mr. Pradeep Agarwal - Trustee
6. Mr. Vishal Jain - Trustee
1. Dr. Vandana Jaglan- Principal, SFI
2. Dr. Neetu Malhotra - Vice Principal, SFI
3. Dr. M. Alam - Dean, SSJMC
4. Ms. Priyanka Sarkar - Program Head, SSJMC
5. Omkareshwar Pandey, Editor-in-Chief, indianobserverpost.in and CEO – Morning India Group of Publications
6. Umesh Joshi, Renowned Media Personality
7. Rahul Rao, Producer, ARD First German Television, Former Associate News Editor, NDTV 24x7
8. Md. Hizbullah, Senior Investigative Journalist
9. Dr. O.P. Yadav, Editor, DD News, Chairman, Parliament Press of South Asia (SAARC Nations)
10. Dr. Saroj Dutta, Senior Professor and Founder of Dutta's Academy, Greater Noida





## **Mrs. Sneh Singh Chairperson, SGI**

Welcome to SSJMC, Noida!

Girls' education and empowerment have always been our dream. SGI was founded for this sole purpose only i.e. "To Empower Women through Education".

SSJMC was established to help foster a new generation of girl students to become well-trained media professionals with the advanced knowledge and skills.

I strongly believe that Mass Media as a career is not only enriching in terms of knowledge, networks, and creativity but it also offers enormous professional and financial security to the budding mass media professionals. And I am sure that the Department of Mass Media in line with its glorious records, would move ahead in producing dedicated and committed media professionals and journalists of tomorrow.

I convey my best wishes to all the students and Faculty Members, who are the real torchbearers of positive journalism and mass communication and emissaries of truth, progress and prosperity.

Best Wishes!



## **CA Pradeep Kumar Gupta Secretary, SGI**

Welcome to SSJMC, Noida!

It is quite evident that Mass Communication and Journalism have exceptionally contributed to the growth & empowerment of women in society. Due to the current revolution in the fields of Information Technology, the fields of Mass Communication and Journalism have expeditiously attained universality in every section of society. It has specially gained popularity among students as well as the academics.

SSJMC provides an intensive and integrated mass media education to students to develop their individual abilities along with enhancing skills to succeed as a dedicated, committed and successful mass media professionals.

Our sole motto is to nurture young budding media professionals by offering comprehensive media education and training and inspiring them to contribute a meaningful contribution in Nation Building.

Best Wishes!



## **Dr. Vandana Jaglan** Principal SFI

Dear students,

Welcome to the year 2023-24 at Satyam School of Journalism and Mass Communication (SSJMC) under the aegis of SFI. Last academic session has been an year of achievement for all of us. We feel extremely delighted to share that our institute has been granted the grade 'A' in cycle II of accreditation by National Assessment and Accreditation Council (NAAC). This is a pure mark of our success in fulfilling our dream and vision of providing quality education to the girls.

After this achievement, this year academic year will be a positive start for all the aspirants to begin their innovative journey with us. The college has highly qualified faculty members, supportive office associates, well equipped laboratories, library with rich collection of books, journals and periodicals, canteen facilities and all other facilities for the holistic development of the students. All the media aspirants are going to embark on a journey of creative thinking and excellent teaching-learning practices in our institute. We have a strong industry foothold of renowned media houses and agencies for enriching your experience here at SSJMC.

On this note, I extend my warm wishes to all the prospective students for a bright and fulfilling association with us!



## **Dr. Neetu Malhotra** Vice Principal & IQAC Coordinator SFI

School of Journalism and Mass Communication (SSJMC) under the aegis of SFI, Noida is affiliated from SNDT Women's University, Mumbai. represent the world to us. Our mission is to empower women through education and to become a leading media college for girls.

All the programs being offered by the institute are highly creative, innovative and focus on research projects based on industry requirement and our objective is to develop critical thinking in students for the innovative research based projects which are carried out with integrity in both theoretical and practical approach. The Media industry is one of the fastest growing industries in the world.

We convey special thanks to the industry and media mentors for their excellent role in the career growth of our students since these Industry professionals, even during this worldwide pandemic calamity, have extended tremendous support by providing lectures, internships, and placement opportunities to our students.

Best Wishes



## **Prof. (Dr.) Manawwar Alam** **Dean, SSJMC**

Welcome to Satyam School of Journalism & Mass Communication (SSJMC) under the aegis of Satyam Fashion Institute, Sector, 62, Noida. We have been strongly committed to excellence in teaching in Communication Studies, Journalism, Mass Communication, Public Relations, Corporate Communication, Multimedia Journalism, Advertising and Integrated Marketing Communication with an active scholarly agenda, working in a multicultural environment that fosters diversity.

We have been dedicated to professional media training and education and have the ability to use technology effectively in teaching and learning, work collaboratively and encourage an environment of academic activity. We have been steadfast and result oriented with a good academic and professional environment that ensures the preparation and grooming of the new students into a knowledgeable and skilled media professionals to fulfil the requirement of the next level of media house operations.

We have been devoted to provide excellence in education on fundamental concepts, values and skills in different areas of Journalism and Mass Communication that focus on problem solving, critical thinking, innovation and communication.



## **Ms. Priyanka Sarkar** **Program Head, SSJMC**

Gone are the days when storytelling was the only available option for getting any information and updates about the society or surroundings. We are the eye witness of exciting age of information explosion in the world of communication. All boundaries have been exceeded, and the entire global community seems to have been brought together into one unified whole.

Media is the inescapable channel required to convey the necessary ideas and expressions to one another. It is as diverse as essential. To a great extent mass media is attached to our daily existence and it can be considered as modern reality which covers all aspects of our life.

So the mass-communication, as a stream of study, and as a career, becomes so imperative and enviable now a day. Degree in journalism and mass communication opens up opportunities in Newspaper, Media Channels, Public relations, advertising, television, Radio, Corporate Communication and Cyber World as a career. Apart from a high salary this career also brings a great deal of job satisfaction and expression of creativity.

# Satyam School of Journalism and Mass Communication

## SSJMC Perspective

The Satyam School of Journalism & Mass Communication at Satyam Group of Institutions, Noida provides guidance and mentorship by experienced faculty and media professionals to help the students achieve success and firm ground in the media industry. Rigorous and intensive workshops are scheduled throughout the academic year to enrich the learning experience of the students in order to deal with the future requirements of the media world.

The strong influence that media have over people's life is one of the probable reasons which attract youngsters to pursue career in the media industry. As we all know that media professionals play a vital role in the growth of any nation due to their immense accessibility to the government officials and the masses. So, if you are just naturally curious and intend on getting to the bottom of things, if you won't stop pressing until you get the full story, then, pursuing B.A. (Mass Media) / MA in Media & Communication of SNDT Women's University, Mumbai from the School of Journalism & Mass Communication at Satyam Group of Institutions, Noida is the right choice for you. After getting educated from SJMC, you will start viewing your hometown, region, country and the whole world with a completely different perspective.

## VISION

The vision of the Satyam School of Journalism & Mass Communication is to promote excellence in instruction, research and professional practice by preparing future professionals in the fields of Mass Communication, Journalism, Advertising, Public Relations, Animation and Media Management. The B.A. (Mass Media)/MA in Media & Communication will be recognized as a regional and national leader in preparing undergraduate students for successful media and media related careers. Through curricular, co-curricular, and extra curricular activities, the Journalism and Mass Communication program will help students build a broad understanding of the role of media in society. A multidisciplinary approach will provide students with a well rounded understanding of the mass media while allowing for the acquisition of an in-depth understanding of at least one area of specialization.

## MISSION

The Programs believes that higher education should prepare students for career success, but also civic success. The program strives to stimulate intellectual curiosity, imagination, rational thinking, thoughtful expression, and independent learning – skills necessary for success in all mass communication fields. To accomplish this goal the program couples practical experience with theoretical course work and supports a strong program of co-curricular, extracurricular, and internship activities to help students understand and appreciate the crucial role mass communication has in our society. The program provides students with a well rounded media-oriented experience while also allowing students to create an area of specialization in the different areas of Mass Communication, Journalism, Advertising, Public Relations, Animation and Media Management.

# Achieving Excellence Through Innovation



Relating to the changing trends and demands in Media Industry, we at SJMC, have adopted and implemented multi-disciplinary approach in designing the course, curriculum and pedagogy for students' overall professional development. The syllabus has specially been designed to impart students in-depth knowledge with practical implementation through live projects and assignments.

Considering the essence of academic excellence, we are continuously upgrading the course curriculum with value added classes on regular basis based on the feedback from the industry experts. With gaining skill-based media education, our students will be ready to work across media industries, government organizations, and media houses in various roles involving print media, television, radio, digital media, content management, social media, advertising, public relations, event management, corporate communication, film studies, and digital photography.

A 3-years degree course on Journalism and Mass Communication will bring together the best practices of curriculum, pedagogy, and research in students and will prepare and equip them to work in the existing and upcoming fields of Mass Media. Be confident and join a UGC recognized B.A. (Mass Media) course and pursue career as a responsible media professional.



# Mass Media Industry



Mass Media are playing an outstanding role in creating and shaping of public opinion and strengthening of society. The Mass Media are a diversified collection of media technologies that reach a large audience via mass communication. Some of the most popular forms of mass media are newspapers, magazines, radio, advertising, public relations, corporate communication, multimedia journalism, social media, television and films/movies. The discipline places a great focus on the theoretical and cultural approach towards media, mass communication, journalism and communication studies.

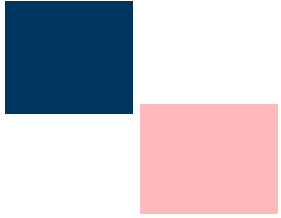
“



Media studies also utilize concepts and techniques from other disciplines such as Sociology, Anthropology, Psychology, Politics, Economics, Law or Philosophy.

”

# Career Prospects



**LECTURER/ ASSISTANT PROFESSOR IN MEDIA COLLEGES**  
**Graphic Designer**

**News Editor**

Proving its resilience to the world, Indian M&E industry is on the cusp of a strong phase of growth, backed by rising consumer demand and improving advertising revenue.

**Video Editor**  
**Graphics and Animation Editor**

**Media Consultant**

The industry has largely been driven by increasing digitisation and higher internet usage over the last decade. Internet has almost become a mainstream media for most of the people.

**Script Writer / Copywriter**  
 Media is consumed by audience across demographics and various avenues such as television, films, social media, out-of-home (OOH), radio, public relations, journalism, animation, and visual effect (VFX), music, gaming, digital advertising, and print.

**Reporter / Correspondent**  
**Marketing and Media Sales Executive**  
**Set Designer / Art Director**

**Production Coordinator**  
**Radio Jockey / Program Presenter**  
**UGC NET / JRF**

Proving its resilience to the world, Indian M&E industry is on the cusp of a strong phase of growth, backed by rising consumer demand and improving advertising revenue.

The Indian Media and Entertainment (M&E) industry is a sunrise sector for the e-economy and is making significant strides.

**Media Sales Executive**  
**NEWS ANCHOR**

**PHD**  
**M. Phil**



# Syllabus

## B. A. (MASS MEDIA)

### SEMESTER-I

- Effective Communication Skills
- Fundamentals of Mass Communication
- Contemporary World History
- Introduction to Sociology
- Traditional Media

### SEMESTER-III

- Introduction to Print Media
- Basics of Advertising
- Fundamentals of Public Relations
- Visual Communication and Photography
- Introduction to Cinema

### SPECIALISATION – ADVERTISING & PR SEM-V

- Introduction to Research
- Advertising & Marketing
- Branding
- Consumer Behaviour
- Media Planning & Scheduling

### SPECIALISATION – JOURNALISM SEM-V

- Introduction to Research
- Political and Economic Reporting
- Newspaper Editing Layout & Design
- Journalism for Social Change
- Magazines and Journals

### SPECIALISATION – ANIMATION SEM-V

- Introduction to Research
- Introduction to Animation
- Basics of Art & Drawing
- 2D and 3D Animation
- Animation Scripting

### SEMESTER-II

- Environment Studies
- Indian Political and Economic Systems
- Introduction to Psychology
- Events Management
- Introduction to Computers
- 

### SEMESTER-IV

- Introduction to Broadcast Media
- Integrated Marketing Communication
- Introduction to New Media
- Women and Media
- Writing for Media
- 

### SPECIALISATION – ADVERTISING & PR SEM-VI

- Advertising and Society
- Advertising Agencies
- Customer Relationship Management
- Laws and Ethics in Advertising
- Internship

### SPECIALISATION – JOURNALISM SEM-VI

- News Media Organization & Management
- Web and Electronic Journalism
- Press Laws and Ethics
- Indian Regional Journalism
- Internship

### SPECIALISATION – ANIMATION SEM-VI

- Advanced web designing
- 3D Animation
- SFX in Animation
- Audio-Video Editing (practicals)
- Internship



# Syllabus

## M. A. (MEDIA AND COMMUNICATION)

Understanding Communication  
Introduction to Mass Media  
Audio Production  
Journalistic Writing  
Visual Communication

SEMESTER

01

Research Methods and Statistics  
Media and Society  
Introduction to New Media  
Writing for Advertising

SEMESTER

02

Communication Research  
Advertising & PR  
Seminar- Trends in Mass  
Communication  
Media Laws and Ethics

SEMESTER

03

Media Planning and Scheduling/  
Media Management  
Dissertation {Thesis and viva}  
Film {Presentation and viva}  
Internship

SEMESTER

04



# Industry Connect

It is very significant to note that as per B. A. (Mass Media) curriculum, it's an essential requirement for the students of Journalism & Mass Communication to have a regular interaction and participation in the different Channels of Electronic Media (Radio and Television), Web Media, Print Media Houses, Advertising, Public Relations, Corporate Communication and Event Management Agencies for having personal observation and getting familiarity with the working system of the respective media house.

Our students have regularly been participating in various question answer sessions of Live TV Debates, Interactive Sessions, Media Conclaves, Star Casts, Media Campaigns, Advertising and PR Exercises, Awareness Campaigns and Drives, Important Event Celebrations. With these participations, our students have been getting opportunities to personally observe, experience and learn about the various stages of the working systems of different types of media houses.



To fulfill this objective, Satyam School of Journalism & Mass Communication, Noida has been organizing BMM students' visits to prominent media channels, media houses and media agencies like Aaj Tak, News Nation, Zee News, Lok Sabha TV, All India Radio, India Today, Hindustan Hindi Daily, Dainik Jagran Hindi Daily, Amar Ujala Hindi Daily, National Khabar, News 24 etc.



Our students become acquainted of a number of Top TV Anchors, Reporters, Correspondents, Producers, Debate Show Hosts, Radio Jockeys and Presenters, Senior Journalists, Researchers, Copywriters, PR Executives, EMCEEs, Event Managers, Multimedia Journalists, Content Writers and Producers. Through strong Industry Interface, we have been able to imbibe inner confidence, motivation, courage and zeal in our students to transform themselves into a hardcore media and communication professional.



Industry Connect

# Value Added Programs



**Introduction to Editing  
Techniques of Editing  
Equipments required in Editing –  
Celluloid & Digital**

**ADVANCED CERTIFICATE  
COURSE IN AUDIO/ VIDEO  
EDITING & COMPOSING**



**Opening up Preparation,  
Warm ups & Training  
Meditation ,Voice & Speech  
exercises  
Short plays on diverse issues –  
Drama, Scenes, Snippets, Solo**

**CERTIFICATE COURSE IN  
ACTING & PERFORMING ART**



**Basics of Photography  
Techniques of Photography:  
Films, Cameras & Processing**

**DIPLOMA IN PHOTOGRAPHY**



**Introduction to Radio Broadcasting  
Radio Formats  
Pronunciation and Voice-  
Modulation  
Script Writing, Understanding Music,  
Presentation Skills**

**DIPLOMA IN RADIO  
JOCKEYING**

# Value Added Programs



Pronunciation / Diction Clarity  
Voice Modulation / Vocal Exercise  
Working Atmosphere &  
Responsibilities

## CERTIFICATE COURSE IN RADIO JOCKEYING



Basics of Acting  
Performance skills analysis, Genres  
in Acting, Voice modulation and  
body language

## DIPLOMA IN ACTING & PERFORMING ART



Basics of Writing  
Writing for Electronic Media  
Writing for Print Media

## CERTIFICATE COURSE IN MEDIA WRITING



Basics of Writing  
Writing for Electronic Media  
Writing for Print Media  
Writing for New Media  
Live Projects

## ADVANCED DIPLOMA IN MEDIA WRITING

# Value Added Programs



Voice Modulation / TV News Writing/Reporting, News Translation, Reporting & Anchoring Practise.

## **CERTIFICATE COURSE IN TV NEWS READING & ANCHORING**



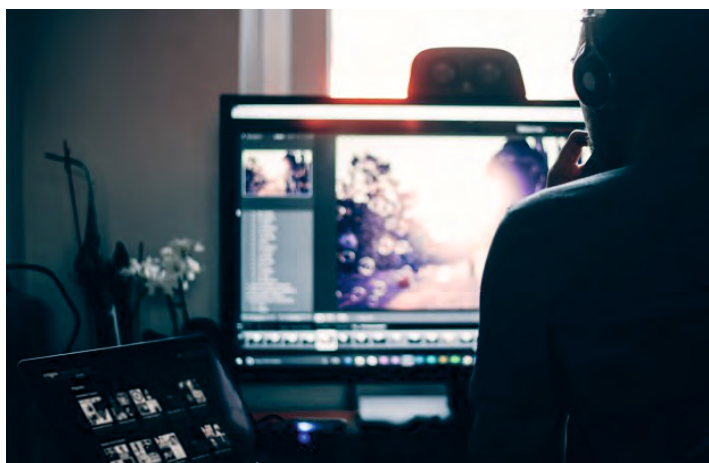
News Writing/Reporting Understanding the various roles of live & recorded television presenters, Studio Practice & Developing language skills

## **DIPLOMA IN TV NEWS READING & ANCHORING**



Basics of Photography Photographing with different cameras & lenses. Use of colour filters & lighting effects

## **CERTIFICATE COURSE IN PHOTOGRAPHY**



Introduction to Digital Format Editing exercises on FCP Assembling of Edited scenes

## **ADVANCED DIPLOMA IN AUDIO/ VIDEO EDITING & COMPOSTING**

State of the Art Lab  
Latest Software  
Video Editing & SFX



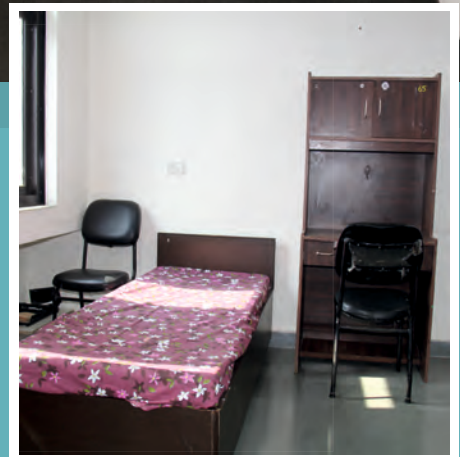
Library



Audio  
Visual lab



**HOSTEL FACILITIES**



SSJMC offers excellent hostel facilities for girls with a warden to supervise day to

- Furnished rooms with washrooms
- Adequate ventilation and lighting facility
- Air Conditions facility within the rooms of hostel
- Well-furnished common rooms with TV with DTH connection
- 24 hour security
- Lush green Lawn
- Indoor games (Carom, Table Tennis etc)
- Courts for Volley Ball, Basket Ball and Badminton.
- Common room
- Wi-Fi Internet facility
- 24x7 power supply
- Laundry service
- Newspapers and magazines
- Dispensary in the campus with ambulance to provide medical assistance to students 24 x 7

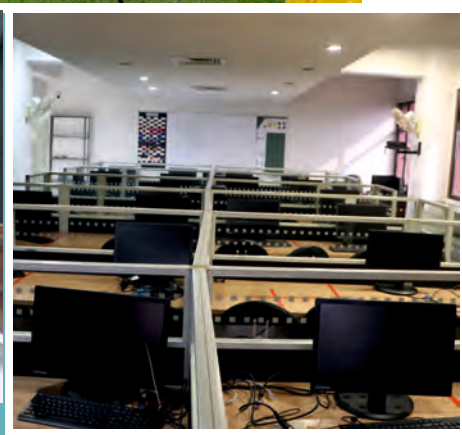




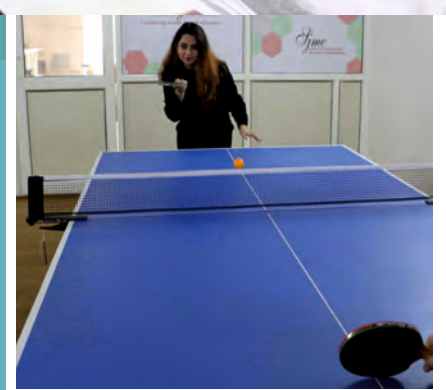
Fully Air-  
Conditioned Campus  
LAN Environment  
High Speed Internet



Well Equipped  
Photography  
Studio



Computer  
Lab



## SPORTS FACILITIES

A culture to help students adjust, learn and live in a congenial and collaborative environment. Ensuring the students live in a healthy environment - mentally, physically and socially has always been our topmost priority. Satyam School of Journalism & Mass Communication has fully air-conditioned laboratories which are equipped with the latest computer systems in LAN environment, with high speed internet facility, multimedia and media application software.

## AV Editing Lab

The School of Journalism & Mass Communication has well equipped AV Editing Lab with latest editing software like Final Cut Pro, Nuendo, Sony Sound Forge etc with a view to offer purposeful training to the students. This software enable students to edit in a non-linear mode by offering the latest visual effects and sound application.

### Library

The Library offers Subject specific books and papers along with a wide range of national and international dailies. Our college library supports the students in their studies. They are allowed to borrow books and take them home for further study. Apart from text books, students may also borrow reference books to prepare notes.

### Transportation

SSJMC campus is well connected to the public transport services. More over the institute also provides transport facility to students residing in the areas of NCR to remove the hurdle of distance. Different routes have been identified for easy access of the cab services to the students.

### Computer Lab

School of Journalism & Mass Communication has fully air-conditioned computer laboratories which are equipped with the latest computer systems in LAN environment, with high speed internet facility, multimedia and media application software. We have installed latest editing software like Adobe Premiere Pro, Nuendo, Sony Sound Forge etc with a view to offer purposeful training to the students.

### Internet Radio

RadioVOG "the Voice of Girls": The college operates an internet radio, providing students an opportunity to produce and broadcast their own programmes.

# Infrastructure



Workshop in AV Editing Lab

### Language Lab

Effective Communication has become an essential skill for survival in today's competitive corporate environment. The Language lab is well equipped with all the latest devices which help in enhancing the listening skills of the students and thus enhancing their speech. It is a place especially developed for making proficient mass media professionals.

### Wi-fi Campus

Internet has become a very powerful tool for exploration, be it in the areas of Journalism, Mass Communication, Advertising and Public Relations. Moreover, wireless connectivity helps in overcoming the restrictions of seating capacity in computer labs and helps the students to stay updated with the happenings anywhere in the college premises.



### 24 x 7 Security

The Department of Mass Media has acquired the latest digital cameras both for Studio Production and Outdoor Recording. The Digital Cameras are also used for Still Photography and practical training in camera aesthetics & operations.



Library



AV Lab



Computer Lab



Gym Area



Photography

# Student Achievements


**GLOBE BROADCASTING PVT. LTD.**  
Date: 28.06.2019

**TO WHOM IT MAY CONCERN**

This is to certify that Ms. Kirya Sinha D/o Priyanka Prasad completed her Internship in Web & Editing Department of News 1 India Channel from 10<sup>th</sup> April, 2019 till 28<sup>th</sup> June, 2019. She is very good voice over artist along with good content writer and editor & we are feeling proud of using her creative work on our channel.

She is regular and sincere through her internship. We wish her all the best for future.

For Globe Broadcasting Pvt. Ltd.  
Taran Bhargava  
General Manager-HR  
+91 9999322719



**NDTV**

Ref No: NDTV/HRD/1234  
December 01, 2017

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that Ms. Deeksha Pandey has successfully completed her internship with News Desk, New Delhi office. The period of internship was from October 15, 2017 till November 30, 2017.

For any help or contact of News Desk, Television Limited  
Anurag Mishra  
Head HR, NDTV Group

**DD NEWS**

DD NEWS  
Date: 01/07/2019

This is to certify that Mr. Anand Ganesan has completed 6 weeks of Training Course with Doordarshan News, Madhav Shetty, New Delhi, for the month of June/ July 2019.

During the internship, she was given exposure in the following field/s:-

1. News Operations in Newsroom
2. Broadcast Engineering
3. Program Production
4. Sports Desk
5. Social Media cell
6. Library Section

Her performance during the period was appreciable. Mr. Anand Ganesan is a vibrant good look & will be future achiever.

Head HR/HRD  
Mr. J.P. Singh

**3 Idiots Communication**

3 Idiots Communication  
Address: 6/47 Sector-14, Gurgaon, Haryana  
Phone: 99999 99999  
Email: 3idiotscommunication@gmail.com

18 Dec 2021

Dear Ms. Parul,

We are pleased to inform you that you have been selected for the **Journalism Internship (English)** role at Asiana Times by Asiana Tech Private Limited for a period of 10 days from 17 January - 27 January 2022. During this period, the Content Supervisor at Asiana Times will assign you the priority report as well as allow you to manage the content in the following categories: Business, Technology, Finance, Politics, International relations, Corporate, Lifestyle, or other Social-Legal issues.

Please remember that you will not be entitled to the monetary benefits from Asiana Times during this period, and you are required to work five days a week. Asiana Times can extend the Terms of Internship up to 1 month depending on your performance by the Mutual Agreement of both parties, i.e. the Intern and the Company.

You will be eligible to apply to the Content Supervisor/Team Leader for submitting your content, and you will get access to the paid Community to edit your articles. Your content will be published on WhatsApp, a blog page will submit the content and carry out other official Communication.

The Intern will be entitled to the following benefits during the work:

- Legal Offer and experience letter
- Certificate of Completion
- Letter of Recommendation on Exceptionary Performance
- Social Proofing of your best articles along with your name, bio and Link
- Recognition as an Intern/Team Author on our official Website and other pages
- Reference Photos

**Asiana Times**  
Asiana Tech Private Limited  
CIN: 79LWB08917C02815  
asiantimes.com

17 January 2022

**Journalism Internship Offer Letter**

Dear Parul,

Greetings from Asiana Times!

We are pleased to inform you that you have been selected for the **Journalism Internship (English)** role at Asiana Times by Asiana Tech Private Limited for a period of 10 days from 17 January - 27 January 2022. During this period, the Content Supervisor at Asiana Times will assign you the priority report as well as allow you to manage the content in the following categories: Business, Technology, Finance, Politics, International relations, Corporate, Lifestyle, or other Social-Legal issues.

Please remember that you will not be entitled to the monetary benefits from Asiana Times during this period, and you are required to work five days a week. Asiana Times can extend the Terms of Internship up to 1 month depending on your performance by the Mutual Agreement of both parties, i.e. the Intern and the Company.

You will be eligible to apply to the Content Supervisor/Team Leader for submitting your content, and you will get access to the paid Community to edit your articles. Your content will be published on WhatsApp, a blog page will submit the content and carry out other official Communication.

The Intern will be entitled to the following benefits during the work:

- Legal Offer and experience letter
- Certificate of Completion
- Letter of Recommendation on Exceptionary Performance
- Social Proofing of your best articles along with your name, bio and Link
- Recognition as an Intern/Team Author on our official Website and other pages
- Reference Photos

**supertech**

August 28<sup>th</sup>, 2021  
Ms. Deeksha Pandey  
Batch - 2022-2023  
Course: B.A (Mass Media)  
College Name: School of Journalism & Mass Communication-SJI,  
Noida (Affiliated to SMT Women's University, Mumbai)

**LETTER OF APPRECIATION**

Dear Ms. Pandey,

We appreciate your efforts towards portal development and content writing with full dedication and the kind of professionalism that you have shown during this assignment.

We wish you all the best for your future endeavors.

Anurag Kumar Mishra  
Head HR - Supertech Limited

The Director of Image Management

Date: 04-08-2021

**To whom so ever it may concern**

This is to certify that Ms. Kirya Sinha has successfully completed the Internship Program for 5 Months with the Client Servicing Team, Perfect Relations Pvt. Ltd., Delhi Branch from 17 March- 30<sup>th</sup> July 2021.

During her above tenure, we found her to be a keen learner and observer. She was able to be regular, honest and diligent in her initiatives.

We wish her all success in her future endeavors.

For Perfect Relations Pvt. Ltd.  
Priya Srivastava  
Manager - Human Resources

Date: 21.03.2022

**TO WHOM SO EVER IT MAY CONCERN**

This is to certify that Ms. Nishita D/o Mohanlal has done her internship in support Department of Balaji Film production house from 09/02/2022 to 15/03/2022.

During her tenure of internship we found her sincere, hard work & punctual towards her given tasks. We wish her all the very best for her future endeavors.

For Balaji Film Production House  
Balaji Film  
A REPRODUCTION HOUSE

BALAJI FILMS & PRODUCTION HOUSE  
G-102/2, 4<sup>th</sup> Floor, Sector - 43, Noida - 201301 (U.P.)

**Asiana Times**  
Asiana Tech Private Limited  
CIN: 79LWB08917C02815  
asiantimes.com

16 January 2022

**Journalism Internship Offer Letter**

Dear Nitya Tyagi,

Greetings from Asiana Times!

We are pleased to inform you that you have been selected for the **Journalism Internship (English)** role at Asiana Times by Asiana Tech Private Limited for a period of 10 days from 17 January - 27 January 2022. During this period, the Content Supervisor at Asiana Times will assign you the priority report as well as allow you to manage the content in the following categories: Business, Technology, International relations, Corporate, Lifestyle, or other Social-Legal issues.

Please remember that you will not be entitled to the monetary benefits from Asiana Times during this period, and you are required to work five days a week. Asiana Times can extend the Terms of Internship up to 1 month depending on your performance by the Mutual Agreement of both parties, i.e. the Intern and the Company.

You will be eligible to apply to the Content Supervisor/Team Leader for submitting your content, and you will get access to the paid Community to edit your articles. Your content will be published on WhatsApp, a blog page will submit the content and carry out other official Communication.

The Intern will be entitled to the following benefits during the work:

- Legal Offer and experience letter
- Certificate of Completion
- Letter of Recommendation on Exceptionary Performance
- Social Proofing of your best articles along with your name, bio and Link
- Recognition as an Intern/Team Author on our official Website and other pages
- Reference Photos

**Perfect Relations Pvt. Ltd.**  
The Science of Strategic Management  
(An India Company)

March 16, 2022

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that **Shravya Mathur** successfully completed an internship at the **Perfect Relations** for the period from **17-01-2022 to 16-03-2022**.  
During her internship, **Shravya Mathur** worked on helping with Client servicing.

We wish you all the best in your future endeavors.

Yours sincerely,  
For Perfect Relations Private Limited

*(Signature)*  
**Rishi Arora**  
Co-Founder & President - HR

Regd. Office: #121, First Floor, 81st Crossing, Badli, Badli Extension, New Delhi - 110042  
Tel: +91 11 41117611 | <http://www.perfectrelations.com> | <https://www.linkedin.com/company/perfectrelations/>

**सुदर्शन NEWS**  
24x7 National News Channel

Date: 16.03.22

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that **Miss. Anjali Kashyap, D/O-Mr. Surel Kashyap** was working with us as an "Intern- Copy Writer" from 15<sup>th</sup> Feb, 2022 to 15<sup>th</sup> March, 2022.  
During her internship period we found her sincere and hardworking. As a young professional, disciplined and talented person she proved herself to be hard working, honest and dedicated to her work and successfully achieved the task given.

We wish her all the success in his future career.  
For Sudarshan TV Channel Ltd

*(Signature)*  
**HVA/Aradh Dept**

**Sudarshan TV Channel Ltd.**  
A SA, Section 12, Regd. Office: 30/30/2022/2022, Sankaraj Prakashan  
101/102/103/104/105, www.sudarshannews.in  
Tel: 011-4189202, 011-4189204, 011-2148170  
Fax: 011-4189203/011-2148172  
Head Office: Connaught Place, New Delhi - 110028 (India)

**3 Idiots Communication**  
We make you Grow

Date: 18 June 2021

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that **Ms. Nishita Mishra** was paid internship at the city of your organization from 27<sup>th</sup> October 2021 to 07<sup>th</sup> November 2021 with **3 Idiots Communication** Employee ID: nishita.mishra.3iots@3iots.com  
Ms. Nishita Mishra was a great blessing to our company. We were very proud of her.  
Wishing great luck for her future.

Yours Sincerely,  
3 Idiots Communication  
HR Manager

3 Idiots Communication, #11, Connaught Place, New Delhi - 110028  
Tel: 99720446, 99720447, 99720448  
Email: [hr@3iotscommunication.com](mailto:hr@3iotscommunication.com), [3iotscommunication@gmail.com](mailto:3iotscommunication@gmail.com)  
[www.3iotscommunication.com](http://www.3iotscommunication.com)

**अभिलेखा**  
ABHILEKHA

Date: 23.11.2021

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that **Ms. Anshika Singh** was working with us as an "Intern- Content Writer" for the period of 4 weeks, starting from 22.11.21 to 22.12.21 at our Head Office - **Abhilekha**. During her internship period she worked on helping with "Quality Check" of Editorial Department.

We wish you all the best in your future endeavors.

Yours Sincerely,  
For Abhilekha Pvt. Ltd.

*(Signature)*  
**Anshika Singh**  
Assistant HR & Admin - (HR)  
Email: [abhilekha@abhilekha.com](mailto:abhilekha@abhilekha.com)

**supertech**  
We are Life

August 28<sup>th</sup>, 2021

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that **Ms. Shalini Gupta** was working with us as an "Intern- Content Writer" from 28<sup>th</sup> August, 2021 to 28<sup>th</sup> August, 2021 at our Head Office - **Supertech**. During her internship period she worked on helping with "Quality Check" of Editorial Department.

We wish you all the best in your future endeavors.

Yours Sincerely,  
For Supertech Pvt. Ltd.

*(Signature)*  
**Shalini Gupta**  
Assistant HR & Admin - (HR)  
Email: [supertech@supertech.com](mailto:supertech@supertech.com)

**EFFECTIVE COMMUNICATION**  
106, 1st Floor, Connaught Place, Sector - 11, Connaught, Delhi-110028  
Mobile: 9911222255 Email: [Shalini@effectivecommunication.com](mailto:Shalini@effectivecommunication.com)

Date: 30<sup>th</sup> June 2021

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that **Shruti Arora** has worked with our Organization i.e. **Effective Communication** as a Content Writer and Media Coordinator from 31<sup>st</sup> of May 2021 to 30<sup>th</sup> of June 2021.

**Effective Communication** is associated with various news channels & newspapers. It is a public relation agency providing promotional services and consultancy for films, television programs, music albums, product launch etc. The clients listed for promotions are electronic, print, radio and internet.

Ms. Shruti has covered Promotional Content of various Kabir Singh, Shobha of the Year 2, De De Pyaar De, India's Most Wanted and more. We found her to be sincere, hardworking and effective in her field. She has good initiative, for natural abilities, combined with her work ethics and ability to evolve academically, are recipes for success in the future. We confirm all information is true as per our records.

Yours Truly,  
*(Signature)*  
**SHALESH GRI**  
FOUNDER  
EFFECTIVE COMMUNICATION

**OFFICE OF THE D.M. / DISTRICT ELECTION OFFICER**  
DISTRICT SOUTH  
GOVERNMENT OF NATIONAL CAPITAL TERRITORY OF DELHI  
M.B. ROAD, SARAI, NEW DELHI - 110068

**SYSTEMATIC VOTERS EDUCATION AND ELECTORAL PARTICIPATION (SVEEP)**

The Participation Certificate is presented to **Ms. Anshika Singh**, Student of **SARANI GROUP OF INSTITUTION**, who participated in **Voter Awareness Drive** held to create awareness among voters as part of SVEEP program during Delhi Legislative Assembly Election, 2020.

Date: 22/12/2020  
Place: New Delhi

*(Signature)*  
**DM / District Election Officer (South)**

**दिलेर समाचार**  
राम बाबू आर्ज  
राम बाबू आर्ज

Date: 18 November 2021

**TO WHOM IT MAY CONCERN**

This is to certify that **Ms. Priyanka, D.O.Mr. Pankaj Kishor Jha**, a Student of Sarjan Fashion Institute has successfully completed 03(Month) month (From 10<sup>th</sup> August, 2020 to 10<sup>th</sup> November, 2021) Internship programme in **Diler Samachar**. During the period of her Internship Programme with us she was found punctual, hardworking and inquisitive.

We wish Her every success in life.

*(Signature)*  
**DILER SAMACHAR**

2020-2021 01-16 10th Floor, 10th Floor, 10th Floor - 110028  
M/F: 2800955, 2800977, 2800945  
Email: [dilernews2@gmail.com](mailto:dilernews2@gmail.com)

**Letter Of Recommendation**  
By Sudda Delhi

Date: August 7, 2020

**TO WHOM IT MAY CONCERN**

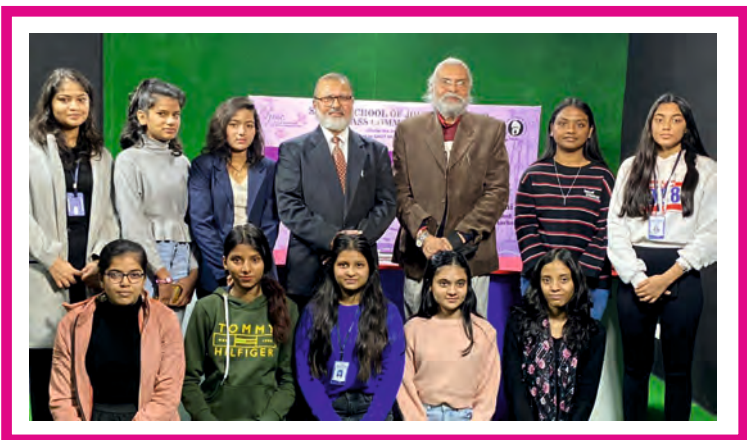
My name is **Deveshish Bhupen** and I am one of the founders of **Sudda Delhi**. I highly recommend **Insha Siddiqui** who has been working for **Sudda Delhi** as a content writer.

I can assure you that **Insha Siddiqui** has a good work ethic and exemplary skills. **Insha Siddiqui** has always been a constant top performer in our organization. **Insha Siddiqui's** creative ideas have helped **Sudda Delhi** to reach new heights.

I highly recommend **Insha Siddiqui** as an excellent and professional worker. I am willing to provide more information if needed.

Sincerely,  
*(Signature)*  
**Deveshish Bhupen**  
Founder of Sudda Delhi

<http://www.suddadelhi.com>  
+91-702129982



**SATYAM MEDIA Chronicle**  
The Current Scenario

Volume 11 | Quarterly | News | Oct-Dec 2022 | www.satyammedia.com | Bilingual - English / Hindi | Page 1

**TOP HEADLINES**

**Will Himmler Judo Yatra help Congress to get better electoral gains?**

... (text) ...

**Environment ministry looks to NCR as quality norms**

... (text) ...

**Is the Hindi film industry losing its grip on the audience due to lack of originality?**

... (text) ...

**Delhi Government all set to revolutionize education through Delhi Board of School Education**

... (text) ...

**SATYAM MEDIA Chronicle**  
The Current Scenario

Volume 11 | Quarterly | News | Oct-Dec 2022 | www.satyammedia.com | Bilingual - English / Hindi | Page 1

**TOP HEADLINES**

**Parliament bid farewell to former President Ram Nath Kovind**

... (text) ...

**10-year-old Afghan twins were reunited in London**

... (text) ...

**Reliance set to invest CA Rs 600 crore in 5G**

... (text) ...

**China's economy is expected to grow by 4.8% in 2023**

... (text) ...

**CUET**

... (text) ...

**Nupur Sharma's comment set country on fire**

... (text) ...

**SATYAM MEDIA Chronicle**  
The Current Scenario

Volume 11 | Quarterly | News | Oct-Dec 2022 | www.satyammedia.com | Bilingual - English / Hindi | Page 1

**TOP HEADLINES**

**Gyanvapi Temple-Mosque Conflict**

... (text) ...

**14th NISHEE to become The Next Chief Minister of Maharashtra**

... (text) ...

**CUET**

... (text) ...

**Nupur Sharma's comment set country on fire**

... (text) ...

**Satyam Media Chronicle**  
The Current Scenario

Volume 11 | Quarterly | News | Oct-Dec 2022 | www.satyammedia.com | Bilingual - English / Hindi | Page 1

**Trans News - Online Magazine gives voice to Transgender Community**

... (text) ...

**The Polluted Air We Breathe**

... (text) ...

**Garbage heaping takes the capital**

... (text) ...

**Indian Premier League (IPL)**

Team	Matches	Wins	Losses
MI	14	8	6
CSK	14	7	7
RR	14	7	7
DC	14	6	8
SRH	14	5	9
GT	14	4	10
UP	14	3	11

**SATYAM MEDIA Chronicle**  
The Current Scenario

Volume 11 | Quarterly | News | Oct-Dec 2022 | www.satyammedia.com | Bilingual - English / Hindi | Page 1

**TOP HEADLINES**

**South West steel manufacturing rises 5% in one month**

... (text) ...

**Karnataka fruit seller receives Padma Shri for his selfless social work**

... (text) ...

**WhatsApp wants NPCI to increase its UPI cap, current limits prevent it from onboarding 95% of its user base**

... (text) ...

**Trade fairs pollutes the body river Yamuna**

... (text) ...

**SATYAM MEDIA Chronicle**  
The Current Scenario

Volume 11 | Quarterly | News | Oct-Dec 2022 | www.satyammedia.com | Bilingual - English / Hindi | Page 1

**TOP HEADLINES**

**Ayesha Aziz becomes India's youngest female pilot**

... (text) ...

**Mamata Banerjee alleges conspiracy as she suffers from leg injury**

... (text) ...

**Delhi Government all set to revolutionize education through Delhi Board of School Education**

... (text) ...

The sole aim of Journalism should be service, to mankind.

- Mahatma Gandhi



## Satyam -SJMC Annual Media Fest

SSJMC, under the aegis of SFI, Sec. 62, Noida organised its Annual Media Fest "IGNITE 2022" with great enthusiasm and fervour over the theme, "BREAKING GENDER INEQUALITY -An Initiative" in its college campus ground on 22nd December 2022. The program was inaugurated by the Chairperson, Trustees and distinguished guests of Satyam Group of Institutions by lighting the lamp, which was followed by Saraswati Vandana, SNDT Women's University Prayer and National Anthem. Inaugurating the event Mrs. Sneha Singh, The Chairperson of Satyam Group of Institutions motivated the participating students with her inspiring words and said that the purpose of organising this fest was to provide a platform to showcase and promote the talents and skills of the college youths across the NCR Delhi. More than 200 students from 86 colleges, schools and institutes participated and showcased their talents and skills. The program included several creative competitions like Alfaaz (Open Mic), Step Up (Solo Dance), Saptak (Solo Singing), Navras (Street Play), Footloose (Group Dance), Sutter Bug (Photography), Walk with Pride (Fashion Show), Short Cut (Mobile Film Making). The event was hosted by Mr. Mannan Thakral, EMCEE with his entertaining, audience engaging and lively anchoring accompanied by Swakshi Kumar, Shivangi Shekhawat, Chetna Dahima and Devahuti

Sharma, students of SSJMC department with their amazing anchoring performances. The event was graced by Shweta Jha, Executive Producer of Aaj Tak TV News Channel; Ajay Jha, Senior Journalist; Nikhil Kumar, Choreographer; Priyanka Mitra; Sukhmanch Theater Team; Adnan Ahmed, Singer | Musician Jammin'3 (Colors TV), The Voice Top2 Finalist (Star Plus), Jitendra Mani Tripathi, DCP Delhi Police; Kumar Girish, NFCD Film Maker; Debu Mishra, Senior Media Consultant and Mr. Sahil and Mrs. Anjali. Mrs. Sneha Singh, Chairperson of Satyam Group of Institutions; Pradeep Gupta, Trustee Secretary; Dr. Binita Agarwal, Principal of Satyam College of Education, Dr. Neha Agarwal, HOD, SCE; Dr. Vandana Jaglan, Principal Satyam Fashion Institute; Dr. Neetu Malhotra, Vice Principal, SFI; Prof. Dr. Manawwar Alam Dean of Satyam School of Journalism and Mass Communication, Ms. Priyanka Sarkar, Programme Head, SSJMC and Ms. Charu Ahluwalia, Assistant Professor graced the occasion. On the successful event, Mrs. Sneha Singh, Chairperson of Satyam Group of Institutions congratulated and encouraged the operators and students of the SSJMC. Before concluding the event there was group photography of all the event winners, faculty, staff and students. The extravaganza ended with the vote of thanks by Dr. M. Alam, Dean, SSJMC.





# GROUP OF INSTITUTIONS FOR JOURNALISM & MASS COMMUNICATION

Salyam - SJMC Annual Media Fest

University of Sri Lanka, Naitivu  
affiliated to SRI LANKA Women's University, Colombo

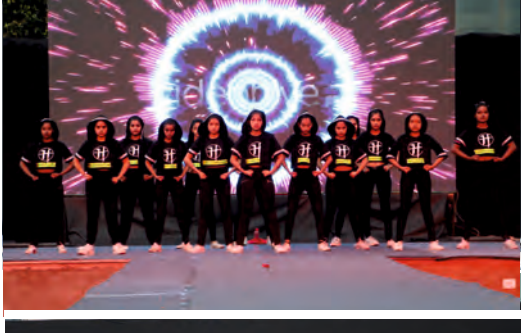
## IGNITE

ANNUAL MEDIA FEST

Bhanat, Shreshtha B...



Participants from all over Delhi-NCR performing in IGNITE-2k22, Satyam -SJMC Annual Media Fest



# Graduation Ceremony - 2022

Satyam Group of Institutions, Noida organized Convocation Ceremony of Satyam School of Journalism & Mass Communication. The Ceremony of the pass out graduates of year 2022 was organized in the campus of Satyam Group of Institutions at Sec-62, Noida. Dr. Ruby Ojha, the Pro Vice Chancellor of SNDT Women's University, Mumbai was the Chief Guest of the Convocation Ceremony. Mrs. Sneh Singh, the Chairperson of Satyam Group of Institutions; Trustee Secretary, Mr. Pradeep Gupta, Dr. Vandana Jaglan, Principal, Satyam Fashion Institute; Dr. Neetu Malhotra, Vice Principal, SFI; Dr. M. Alam, Dean, School of Journalism and Mass Communication; Ms. Priyanka Sarkar, Programme Head, SSJMC; parents; guardians of students and dignitaries were present in the ceremony.

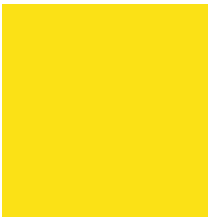




# Celebrity Meet

*Fusion with luminaries*

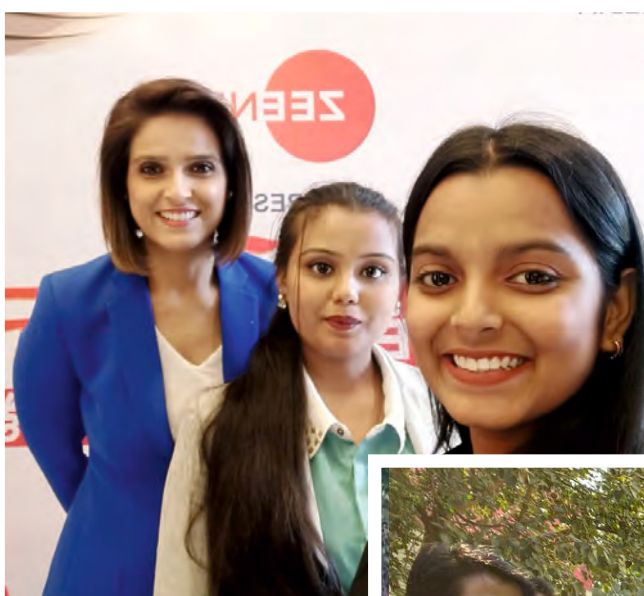
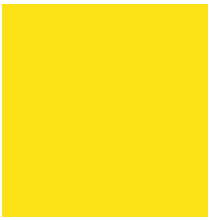




# Industry Visit







## Alumni



The best part of my college is its campus and infrastructure. The college also has great facilities like library, photography lab and audio-visual lab etc. The faculty is very supportive and always encourage students to participate in different curricular and extra-curricular activities.

**INSHA SIDDIQUI**



SSJMC gave me an opportunity to meet different kinds of media people, celebrities and learn a number of new things. The college provided a very high quality platform for exposure. I am grateful to them. Our college provides a great platform for skills enhancement and offers a great learning experience needed in the emerging fields of mass media.

**BEAUTY GIRI**



Being a women's college, the college is very safe for girls. The teachers are the best part of this college. Regular media visits are organized by the SJMC department. Seniors are very helpful and caring.

**SAKSHI SINGH**

## Testimonial



The college us many platforms to enhance our talents. The teachers have vast knowledge and they are also highly qualified and also the teachers are really supportive for students. The college infrastructure is quite attractive from the outside as well as inside.

**PRIYA BISHT**



The environment here is very peaceful and congenial. I am a third year student and I always feel very grateful for the fact that I am a part of this institution as it has helped me in building up my personality suitable for my career growth and better life.

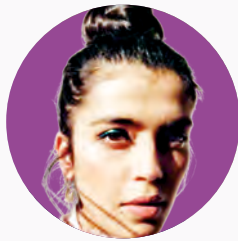
**SHREYA MATHUR**



SSJMC hosts a Media Fest to give students practical experience in event planning and management. Further, the hostel and dining facilities both are decent. The college has a great infrastructure as well as all necessary facilities and equipment.

**RIYA TYAGI**

# Alumni



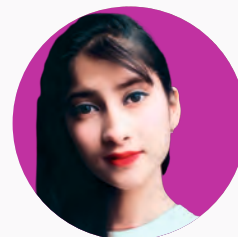
I love the open campus and the students are very friendly and supportive. The respected faculty members always make an attempt to make us self sufficient and independent women in future.

**ANUSHKA DHAKA**



I feel as vital part of the college as a third year student would. Now, when I recall the first meet at this institute, The Orientation day, I was very skeptical about the path I have chosen, but today, I am confident to excel as a future media professional.

**RESHU HORA**



Truly, SJMC is an exciting and dynamic Institute with a great professional environment. The Institute offers a great hostel facility along with 24 hours security, which makes it different from other Delhi-NCR media institutions.

**VISHAKHA RUHELA**

# Testimonial



We regularly get various opportunities to perform and showcase our talents in the various extracurricular activities held within and outside the campus.

**SUHANI BAKSHI**



The Department of Mass Media has given us much more than we could ever ask for. The College and the faculty members have given us opportunities and experiences that have made us well versed with our roles in this field.

**KIRTY SINHA**



I feel fortunate that I have chosen Bachelor of Mass Media course at SSJMC, Noida. Every day we learn new things with practical approach. Infrastructure of this college is very good.

**KRITI RAJ SINHA**

# Student Testimonials



## Swakshi Kumar

I am grateful to SJMC, Noida for providing me with a platform where I could explore myself personally and professionally. I consider myself blessed to be a part of this institution as it is not only nurturing my college life but also providing training to transform myself as a successful media professional.



## Mehak Verma

"Our college, SJMC, Noida is well equipped with facilities that brings about the best in us. The homely environment, co-operative seniors and dedicating teachers make the new Mass Media students feel that they have selected the exact and the best college for their degree course and I really liked the infrastructure".



## Huda Sheikh

We had a chance to meet famous journalists, radio jockeys and famous personalities from the mass media industry. Our seniors have also been very supportive. I used to live in Mumbai, it was my dream to study in SNTD University because this University comes under top 10 in Women's Universities of India.



## Riya Khurana

Joining SSJMC was best decision I have ever taken. It is because this institution is all girls' college and ragging of juniors is prohibited in this college. This college is an ideal place for learning and many more activities. This college provided me the opportunity to meet renowned journalists, radio jockeys and famous personalities from the media industry.



## Kashish Dixit

It has been a wonderful experience. The exposure provided by college prepares us for actual field work of the mass media industry. In this college, our confidence is built from the scratch. The college believes in providing practical knowledge to the students and supports the students in every possible way.



## Priya Goel

SSJMC, Noida consists of experienced faculty members. They have been very helpful to me throughout the semester. The faculty members provide us the opportunity to explore our creativity, provide confidence so that we can be ready to face the crowd and competition. Everyone is very helpful and polite in nature. I am lucky to be a part of this journey.



## Aastha Tyagi

My experience at SSJMC, has been very wonderful. Our faculty members are very supportive as they also provided extra support during face-to-face classes and even during the pandemic. Also the college staff members are truly amazing and very responsive.



## Isha Gupta

It was my dream to be in the media. And I believe this college has given my dream its wings to fly where I have got to know my opportunities, my capabilities and my strength which enriched my self-confidence.

# Student Testimonials



## Shreyangi Singh

SSJMC is an institution which helped me focus on my mental growth as it was really tough for me to tackle it. The faculty members have supported me to increase my inner strength, my mindset and ideas to think out of box with breaking stereotypes



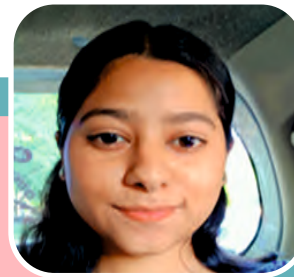
## Mannat

I have completed my 6 months in this college and found that my decision was right to choose this college for my studies. It gave me an opportunity to meet different kinds of people and learn a number of things.



## Manshi Singh

It's been around 1 year since I have joined B.A. (Mass media) at Satyam School of Journalism and Mass Communication. I chose this particular course because since my school period. I have been interested in the media field. This course offered practical exposure and field knowledge on how the media industry works.



## Vaishnavi Shetty

I'm truly excited to mention that SSJMC was a great choice for my life. My experience at BMM College has been very wonderful. It has been six months since I learned a lot, not just academically but in all other aspects of career development. The college also provided me opportunities to participate in various co-curricular and extra-curricular activities.



## Preeti Singh

I feel overwhelmed that I have chosen Bachelor of Mass Media course at SSJMC. Despite of only learning what's there in the books, we also gathered learnings from the outside practical scenerios. The lectures always encouraged me for the betterment of my career.



## Priya Uniyal

My experience with this college has been very wonderful. The college provided me opportunities to participate in various co-curricular and extra-curricular activities like attending seminars, book fairs, and news channel visits such as APB News Zee News, Times Now, AajTak, workshops, orientation and organising events like ignite .



## Ishika Jaiswal

I am very excited to define my 6 month of experience at my college. I learned many things new from college. Not only academically, but also other career development as well.



## Shruti Srivastav

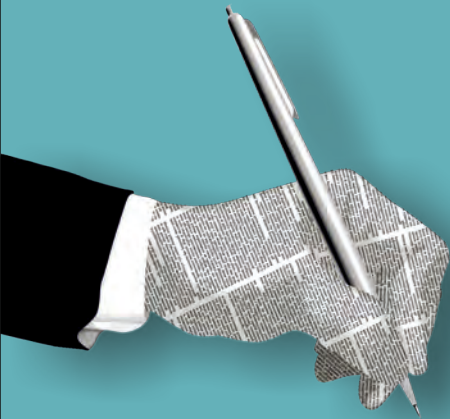
From the very first day, I knew that I had made the right decision by choosing this prestigious institution for my education. SSJMC has provided me an enriching and trans formative learning environment.

## SSJMC Clubs



### SATYAM THEATRE CLUB

Through Satyam Theatre Club our students have been organizing Nukkad Natak, Dance, Singing and Skit and Street plays on various themes of social relevance such as Literacy, Environment and Pollution, Child Rights, Juvenile Delinquency, Women Empowerment, Sex Education, Sexual Harassment, Gender Biasness, Social evils and Human Rights Awareness etc. Our students have participated in various theatrical competitions in Noida Delhi NCR and earned name and fame.



### SATYAM MEDIA WRITING CLUB

Through Media Writing Club, BMM students have been actively involved in Planning, Researching, Reporting, Interviewing, Writing, Page Designing and Publication of The Buzzing Bee, SSJMC News Letter, Satyam Media Chronicle students are also contributing with their Blogs and participation in various Media Writing Competitions in Noida Delhi NCR. Our students have earned laurels for the School and Institution.

# SSJMC Clubs



## SATYAM MEDIA PRODUCTION CLUB

Through Satyam Media Production Club, our students have been involved in Pre Production, Production Post Production and Exhibition of Documentaries, Short Films, Advertisements, Corporate Films Tik Toks for Education, Awareness, Information, Entertainment and Mobilization purposes. Our student productions have a significant following, liking and sharing on prominent social networking sites like Facebook, Instagram, You Tube and WhatsApp as well. Our students have participated and showcased their productions in various media competitions in Noida Delhi NCR and earned recognition.



## SATYAM EVENT MANAGEMENT CLUB

Event Management Club works to execute the events, festivals, seminars, conferences, workshops, concerts, conventions and annual fests through meticulous planning and efficient execution with the active involvement of B.A./M.A (Mass Media) students. It involves studying the concept and theme of the respective event, identifying its target audience and coordinating the technical aspects followed by mock drills before actually launching the event.

Events build social and business relationships and give its members the opportunity to meet and interact with the cross-section of valuable members of the industry, academia and society.

# PRESS

NATIONAL

## farheen khan a usual girl with a usual dreams

Just like every teenager had a dreams of becoming a hero or model, I also had a dream to become a professional model, I had got a good height since childhood, that is why my friends always encouraged me to become a model. But my parents' dream was that I would become a journalist and I did the same, I started studying journalism. when I entered college, I got a proposal for a ramp show from the students of the fashion department and from the same day I started my modeling career, the experience of walking the ramp for the first time was really very good. And since then I have done many shows and shoots and worked hard to fulfill my dream and progressed in this field, in the same way I fulfilled my dream as well as my parents' dream. Since now My modeling career has been really very good and I hope that the future will also go good.

In the end, I will just say that always work hard, never lose hope one day surely you will achieve all your goals and complete all your dreams. and always keep one thing in your mind that

**Success usually comes to those who are too busy to be looking for it!**



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### 'एक भारत-श्रेष्ठ भारत' कार्यक्रम



नोएडा (संवाद)। सेक्टर-62 स्थित सत्यम फैशन इंस्टीट्यूट में बुधवार को वार्षिक उत्सव का आयोजन हुआ। इसका उद्देश्य 'एक भारत-श्रेष्ठ भारत' की भावना को जागृत करने के लिए छात्रों को प्लेटफॉर्म मुहैया करना था। सुखमंच थियेटर की संस्थापक शिल्पी मारवाह, प्रसिद्ध गायिका आर्य नंदिनी, पुलिस अधिकारी सीमा ढाका, निर्भया कांड की पैरवी करने वाली सुप्रीम कोर्ट की वकील सीमा कुशवाहा मुख्य अतिथि रहीं। कार्यक्रम में ऐड मैड, हल्ला बोल (नुक्कड़ नाटक), सप्तक (सोलो सिंगिंग), वाक ऑफ (फैशन शो), फुट लुज (सोलो डांस), स्टेप अप (ग्रुप डांस) प्रतियोगिताओं का आयोजन किया गया। चेरपरर्सन स्नेह सिंह ने कार्यक्रम को सफल बनाने के लिए स्कूल ऑफ जर्नलिज्म एंड मास कम्युनिकेशन के संचालकों और छात्राओं को बधाई दी। व्यूरो



**बेटियों को  
हमारा सलाम**

**छात्राओं के सवाल... सीमा  
ढाका के जवाब**



# COVERAGE



सेक्टर-62 स्थित सत्यम फैशन इस्टीट्यूट में बुधवार को आयोजित फेस्टर में नुककड़ नाटक के जरिए मास कॉम के छात्रों ने महिलाओं और युवतियों के ऊपर हो रहे जुर्म के खिलाफ लोगों को जागरूक किया। • इशर



**कीर्ति सिंह**  
सत्यम फैशन संस्थान नोएडा सेक्टर 62

“साहित्यिक कृतियों पढ़ने का शौक है और मैं उनमें लिखी जरूरी लड़ने अपनी कविता में लिखती हूँ।”



**रेशू हारा**  
बीएमएम थर्ड सेमेस्टर, सत्यम संस्थान

“मुझे दोस्तों के साथ घूमना और फोटो शूट करना बहुत अच्छा लगता है। छुट्टियों में बाहर जाती हूँ।”

satyamsjmcnoida



**कैंपस क्वीन**

अनुष्का सत्यम फैशन इंस्टीट्यूट सेक्टर-62, नोएडा

“मुझे लिखना बहुत पसंद है। इस्मिलामन में कुछ भी अच्छी सी लाइन आती है तो लिख लेते हैं।”

satyamsjmcnoida

my city # हम लोग अमर उजाला 05.03.2021

**सेक्टर-27 के पदाधिकारियों ने किया डीएम का अभिनंदन**

**भावों और विचारों की भाषा है हिंदी**

**हरतालिका तीज आज, शिव और पार्वती की होगी पूजा**

**सुधागिरी निरंला रावत खसम करणी पति के दीर्घायु होने की कामना**

**सुधा संस्थान में चित्रकला प्रतियोगिता**

**सुधा संस्थान में बच्चों की बड़ी राधा राधा**

**पार्वती के फेस्टर में फिर एक दिन**

**मैकबेक प्लाग को विक्टर नोर्मा डीविस 2021**

not see but a quiet mind may live as contentedly there, and have as cheering thoughts, as in a palace. The town's poor seem to me often to live the most independent lives of any. May be they are simply great enough to think that



# Sports Activities



# Admission Procedure



## Admission Rules

School of Journalism & Mass Communication, conducts an entrance exam in order to shortlist aspirants for admission. Entrance Test comprises of Quantitative and Analytical Ability(30%), English Comprehension & Communication Ability (20%), General Knowledge & Current Affairs (30%), Creative Ability Test (20%)and . Aspirants will be appearing for the Personal Interview round. *Direct Admission under NRI and Management Quota on the basis of merit and personal interview.*

**Registration** - Neatly filled application form along with a DD/ Cheque or cash of Rs. 500/- for B.A. Mass Media / MA in Media & Communication, in favor of Satyam Fashion Institute is to be submitted to the A/C department.

**Admission Office:** SSJMC, C-56/A 14 & 15, Sec-62, Noida.

The following certificates need to be enclosed with the application form for all the courses at the time of admission.

- 10th Marksheet and Passing Certificate.
- 12th Marksheet and Passing Certificate
- Graduation or any other qualifying exam semester wise/year wise Marksheet.
- Character Certificate, Medical Certificate. Migration Certificate of last qualifying exam.
- Co-curricular and extracurricular activity proof certificates.
- 6 color passport size photographs.
- Any other certificate – need to indicate.

**Special seats:** For physically challenged candidates (only with locomotor disability) or differently abled candidates - Number of seats allocated five. Candidates who consider themselves eligible for this category are suggested to submit relevant medical documents duly examined by district medical hospital. These special seats will be awarded scholarship on the fee structure in all the programs.

# FEE SUBMISSION GUIDELINES

## Fee Structure

**Bachelor of Mass Media Courses:** Yearly fees to be deposited in two easy installments. The amount of annual fees is Rs. 82,750/- out of which Rs. 43,750/- has to be deposited as 1st semester fee at the time of admission and Rs. 38,750/- before the beginning of 2nd semester. The fees for 3rd, 4th, 5th and 6th semesters have to be deposited as per deadlines issued by the management for the respective semesters. A late fine of Rs. 100 per day would have to be deposited after the due date of the semester fees. Management reserves the right to revise the fees to be charged at the beginning of the academic session every year.

**MA in Media & Communication:** Yearly fees to be deposited in two easy installments. The amount of annual fees is Rs. 70,000/- out of which Rs. 35,000/- has to be deposited as 1st semester fee at the time of admission and Rs. 35,000/- before the beginning of 2nd semester. The fees for 3rd and 4th semesters have to be deposited as per deadlines issued by the management for respective semesters. A late fine of Rs. 100 per day would have to be deposited after the due date of the semester fees. Management reserves the right to revise the fees to be charged at the beginning of the academic session every year.

A student who has been suspended or expelled for reasons relating to student academic misconduct/ student general misconduct and/or consistently low attendance without sound medical proof, will not be entitled to a refund of tuition fees.

A late fine of Rs. 100 per day would have to be paid after the due date. If the semester fee is not paid within one month of the due date, the admission would stand cancelled and re-admission would be possible only on payment of Rs. 15,000 as re-admission charge along with the semester fee. For the academic year 2023-24 SSJMC makes any modification during the session, those will be binding for the students. Hostel / Transport / Industry visit and tour charges are to be paid extra. If after taking the admission the students cancels her admission, no fee except caution money will be refunded and the admission will automatically stand cancelled.

## Financial Assistance

### Purpose of the loan

- To meet educational expenses such as tuition fees, hostel fees, cost of books and exam fees for pursuing any Graduation, Post-Graduation / Diploma course in an Institution recognized by the State / Central Government / University.

### Eligibility

- Should be an Indian Citizen.
- Should have secured admission to higher education course in recognized institutions in India through Entrance Test / Merit Based Selection process after completion of HSC (10 plus 2 or equivalent) / Should be a graduate in any stream for admission into MA in Media and Communication.
- In the states where there is no common entrance test (CET), the applicant must secure 60% for others and 55% for SC / ST students in the qualifying examination as Cut-off marks.
- The applicant should not be in gainful employment.

### Scholarship Criteria

Following scholarships categories (upto 10% on first year fee) are available to the students of BMM:

- Merit Scholarship – 10% scholarship in the 1st year for those candidates having 85% and above in qualifying exam. Applicable for first year of the Course. (only)
- Sister Concession – two real sisters are studying, then either of the two would get the concession.
- Satyam Staff – for the daughter/ real sister of the Satyam staff.
- Defence/ Army/ Paramilitary/ Indian Navy/ Police personnel's ward.
- Doctors in Government hospitals/ Para medical staff of Government hospitals' ward.
- \*\*Special seats for physically challenged candidates (only with locomotor disability) or differently abled - limited to a maximum of 5 seats in an academic year

# RULES & REGULATIONS

## Rules & Regulations

### GENERAL RULES

Every student shall abide by the rules of the institute, which may be updated from time to time.

**Identity Card:** Every student of the institute must possess the identity card. She should always wear it on person while on campus and should produce whenever called upon to do so by concerned authorities. The loss of I Card should be reported immediately to the office. Rs. 500/- will be charged for issuing a duplicate I card.

**Attendance:** A student shall be required to attend 75% of the number of lectures and 75% of the number of practicals, separately from actual number of classes conducted in each subject during each semester. Directions related to shortage in attendance have to be obeyed by the students.

### DISCIPLINARY RULES

**Ragging:** Ragging is totally banned in the institute/ college. Anyone found guilty of ragging and /or abetting ragging is liable to be punished. The punishment depending upon the nature and the gravity of the offence as prescribed under UGC act 1956 as further issued vide their draft notification No. F1- 16/2007 (CPP-II) April 2009. All parents/ students is required to sign the undertaking at the time of admission as attached with the admission form. Visit institute's website - [www.satyamfashion.ac.in](http://www.satyamfashion.ac.in) Contact on 0120-0120-4242805 / 4540130/ Mobile: 9958094706

Anyone found indulging in ragging in any form within or outside the campus, shall be instantly expelled from the institute. The behaviour of the students at all time, within or outside the campus must be above board and must reflect a sense of responsibility. Students are required to show due regard for the rights and the properties of the institute. Any student found guilty of tampering / damaging the property, fixtures, equipment, furniture, books, building, vehicles, etc. of the institute / shall be liable for punishment and might be expelled from the institute. Any student found misbehaving in the class, lab, campus and behaving arrogantly with the faculty and or staff or fellow students will be severely punished. The nature of the punishment will depend upon the severity of the offence.

The following will constitute misbehavior and misconduct:

- I. Disobedience
- ii. Objectionable immoral
- iii. Improper body language
- iv. Back answering
- v. Insubordination etc.

Rules for Hostel and Transport Facility are notified separately which must be followed.

Hostel / transport facility once availed cannot be withdrawn and charges will have to be paid for the whole academic year. The students are bound by all the rules and regulations made by the institute from time to time. Any matter not expressly provided for in these rules shall rest at the absolute discretion of the concerned authority, which also reserves the right of modifying these rules as and when felt necessary.

All disputes pertaining to prospectus, admission and conduct of examination shall fall within the jurisdiction of Noida, Uttar Pradesh State only.

Use of mobile phone in the classrooms, labs, library and other academic area is strictly prohibited. Mobiles ringing in the class will be confiscated, auctioned and the proceeds will be donated to a charitable cause. Further, such student will be liable for disciplinary action. Carrying any valuables to the institute will be at the risk of the student and institution will not accept any responsibility of the valuables lost in the class as well as on the campus. Students are required to read the notices put on the notice board of the institute. Institute shall not accept any responsibility for any loss / damage incurred by a student owing to her failure to read the notices in time. Any advance taken by a student towards any activity of the institute should be settled with the authorities within four days from the completion of the activity. To substantiate the expenses, authentic receipts / bill must support the statement.

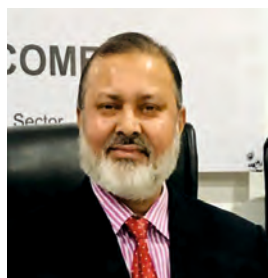
# Team-SSJMC



**Dr. Vandana Jaglan**  
Principal - SFI



**Dr. Neetu Malhotra**  
Vice Principal - SFI



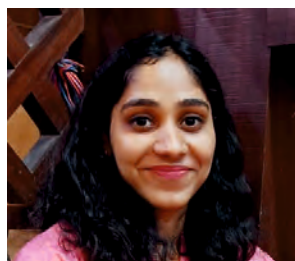
**Dr. M. Alam**  
Dean SJMC



**Ms. Priyanka Sarkar**  
Program Head SJMC



**Ms. Charu Ahluwalia**  
Asst. Professor



**Ms. Anushka Sharma**  
Asst. Professor



**Ms. Ruchika Bhanot**  
Admission Counselor



**Ms. Deepti Chanana**  
Admission Counselor



**Mr. P.N. Sharma**  
Office Superintendent



**Mr. Pramod Chaudhary**  
Administrative Officer



**Mr. Lalit Singh**  
Account Officer



**Mr. Yahsveer Singh**  
Assistant Manager  
(Office & Liaison)



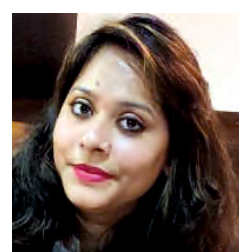
**Mr. Laxman Rawat**  
System Admin (IT)



**Mr. Sachin Saini**  
Accountant



**Ms. Nilofar**  
Librarian



**Ms. Deepti Mishra**  
office Assistant



**Ms. Asha Singh**  
Warden



*Satyam*  
GROUP OF INSTITUTIONS  
Empowering women through education



*Sjmc*  
SCHOOL OF JOURNALISM  
AND MASS COMMUNICATION

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Designed by: Laxman Singh Rawat