

## **Entertainment world in the hands of young Indian: Rajiv verma**

**Bhopal, 23<sup>rd</sup> November, 2017:** Makhanlal Chaturvedi National University of Journalism And Communication organized two days departmental seminar for the students of Media Management. The first day of the seminar was witnessed by all the faculty members, Prof.sanjay Diwedi(Registrar of M.C.U) and Mr.Lajpat Ahuja (Rector of M.C.U) and with the guests who ushered the students on “Strategic Media Management”.

There was a brief inaugural function where all the students witnessed lightening of lamp and a short session addressed by Mr. Rajeev Verma who spoke upon future prospects of entertainment industry. He also said that media is the 4<sup>th</sup> pillar of society and we should always work for our society. Entertainment industry has a lot of scope and opportunities in the near future.

The second session was addressed by Mr. Anuj Khare who explained about the various challenges and opportunities in the field of digital media. He said, “Challenges should be transformed into opportunities”. He also focused on creative content writing, marketing and technicalities of digital media such as Search Engine Optimization, profiling users, recommendations etc.

The third session was headed by Mr. Pradeep Karambelkar on startups a new dimension to entrepreneurship. He explained the important aspects for startups i.e. innovative, scalable and sustainable. The basic qualities for an entrepreneur are zeal to excel, cost effectiveness and extraordinary public relations. The first day of the seminar ended with presentation delivered by students of media management department.

### **Second day's program**

The second day of the seminar the speakers will be Mr. Nirmal Singh Raghav (HR head, Ramani Samuh). Mr. Rajat Vineet (IT consultant, M.P.Government). MR Avinash Tripathi (C.E.O, Animesh Film Production Limited). Mr. Mahesh Shukla (General Manager, BSNL) and Prof B.K Kuthiyala (Vice Chancellor, MCNUJC).

The validatory of the seminar will be done by the Vice Chancellor of the university Prof B.K Kuthiyala. The seminar will end with Cultural program by the students.