



CORPORATE COMMUNIS

A Media Management House Journal



Volume- I, Issue- I

November 2019

Where there is love there is life.
 Happiness is when what you think, what you say,
 Strength does not
 The future depends on
 You must not lose faith in humanity.
 what we do in the present.
 Harmony in are do you what and
 The weak can never forgive.
 come from physical capacity. It comes from an indomitable will.
 Forgiveness is the attribute of the strong.
 Humanity is an ocean; if a few drops of the ocean are dirty, the ocean does not become dirty.
 I will not let anyone walk through my mind with their dirty feet.





EDITORIAL BOARD

Chief Patron

Deepak Tiwari

Editor

Dr. (Prof) Avinash Bajpai

Associate Editor

Mrs. Ritu Bhavsar

Student Editorial Team

Designing and Composing

Aman Raj

Deepankar Kavathekar

Copy Editor

Anshuman Singh

Members

Ravi Ranjan

Rahul Kumar

Palak Shukla

Published By.

Corporate Communication Team,
Department of Management,
Makhanlal Chaturvedi National University
of Journalism and Communication,
B-38, Vikas Bhawan, M.P. Nagar Zone-1,
Bhopal - 462011

INDEX

Contents

Page No.

Pearls of Wisdom

Vice Chancellor Message- - - - - 3

H.O.D Message- - - - - 4

Career Opportunities in C.S.R- - - - 5
Field (By Aman Raj)

Sikhayi Sikh ke Becho - - - - - 06-07

• An Interview with Dr. Mandi

Department of Management- - - - - 08-09

Photo Gallery- - - - - 10 -13

Are we present or are we- - - - - 14

Future past (By Deepankar)

Work Life Balance- - - - - 15

(By Anshuman Singh)

The Confluence of Media- - - - - 16

And Management (By Ritu Bhavsar)

21st Century H.R.M- - - - - 17

(By Anshuman Singh)

Alumni Byte- - - - - 18

VOX-POP- - - - - 19

PEARLS OF WISDOM



DEEPAK TIWARI

VICE CHANCELLOR

"It is not the answer that enlightens, but the question," said a French playwright. And so did our Upanishads, many centuries ago.

At Makhanlal Chaturvedi National University of Journalism and Communication, we strive to promote the idea of learning by creating an environment where questioning is welcomed. At India's first Journalism University, our endeavour is not only to produce scholars but hardcore journalists and socially committed media professionals who will take the country forward through their professional work.

The University was established in 1990 to promote excellence in journalism education with the broad objective to create a vibrant and inclusive society. In the last 29 years of our existence, we have produced some of the great names in media world including award winning journalist and editors.

We strive hard to impart quality education with equal mix of field experience to meet national and global challenges through our eight departments all related to media industry. To enable our students to become informed citizens and leaders of their profession, we encourage them to participate in co-curricular, extra curricular, and extension activities. We believe in giving exposure to our students instead of excessive focus on classroom activities.

Recognised by UGC, we have introduced Choice Based Credit System (CBCS) in all our undergraduate and postgraduate programs with multiple options of Media, Advertising, Mass Communication, Journalism, Management, Computer Education and Research. Our programs are designed to ensure that students are ready with field skills and able to get placed in industry, right after completion of their courses.

With Outcome Based Learning modelled syllabus and the teachers focusing on qualitative aspect of the subject, we are pioneers in many ways. The University is adhering to student centric pedagogy. We promote participation of students in academic decision making so that feedback is synthesised in teaching-learning process. Keeping pace with changing trends of media technology, platforms and formats, we at our University have active collaboration with top journalists and field practitioners.

With constitution of India acting as the lighthouse, we are governed by the Act of Madhya Pradesh Legislative Assembly and a General Council, with the Chief Minister as its Chairman. The Vice-President of India is our Visitor. The vision of 'Idea of India' dreamt by the founding fathers of India forms the part of our core values. We respect, practise and teach pluralism in our syllabi and campus. Believing in the Gandhian thought, we allow and teach our pupils all prevalent ideologies and impart autonomy to enquire to form perspectives and imbibing cherished ideals.

I Congratulate Management Department Students for publishing "CORPORATE COMMUNIS" as their assignment for the fulfilment of their MBA Degree.

PEARLS OF WISDOM



Dr. AVINASH BAJPAI

HEAD OF DEPARTMENT

It is a matter of great pleasure that our MBA final Year students are printing out House Journal- "Corporate Communis" as a part of their practical assignment. We, the Teachers in the Department, always encourage practicals and hands on training to our students. As a result of that Students in the first year brings out Newspaper, News Capsule, Advertisement Copy and Short Films/Documentaries. These activities will help the students of MBA Corporate Communication to make their career in Corporate Media Houses. Here at MCU management department we offer specialization courses like e-commerce, Entertainment communications, Advertising and Marketing communications and Corporate communication. All these course are now mandatory to know and give detailed insight of each field. Along with this regular visits to corporate and business houses are arranged . Some of our recent visits had been to Ramani Icecream Ltd, Vardhman textile LTD, Dainik Bhaskar etc.

Our students also published various research papers in our National conference "Effective strategies for new India"- challenges and opportunities.

I congratulate all the students of Corporate Communication for their bright future- and I would like to dedicate a quote of Bapu to our beloved students.



If I have the belief that I can do it, I shall surely acquire the capacity to do it even if I may not have it at the beginning.

M.K. Gandhi





CAREER OPPORTUNITIES IN C.S.R FIELD

Aman Raj

M.B.A– MM (IIIrd Sem)

CSR is essentially a concept whereby companies decide to spend a certain percentage of their net profit either voluntarily or on the account of the legislation, to contribute to make a better society and a cleaner environment. CSR strictly speaking does not imply charity, sponsorship or philanthropy. It is a process through which a company achieves a balance of economic, environmental and social obligation. CSR is now viewed as integral part of business strategy to minimize the business risks linked to uncertainty. If we speak in the terms of the provisions made under The Companies Act 2013, CSR entails:

(i) Projects or programs relating to activities specified in Schedule VII to the Act; or
(ii) Projects or programs relating to activities undertaken by the board of directors of a company (Board) in pursuance of recommendations of the CSR Committee of the Board as per declared CSR Policy of the company subject to the condition that such policy will cover subjects enumerated in Schedule VII of the Act. India is the only country that has brought out legislation on CSR. Every public sector or private sector company that fulfils certain criteria has to spend 2% of its net average profit of the immediately preceding three years.

This is mandated by Companies Act 2013 and the New CSR Rules 2014 that has come in to effect from April 2014. Subsequent to the passing of Media Reports – 1 lakhs jobs over the next 6 years, 16,000 companies coming to the CSR Fold, 22,000 crores to be generated.

In Private Sector larger companies may have CSR departments or have CSR functions located within particular areas including marketing, communications, environmental management, public affairs, investor relations, finance, operations and human resources. Opportunities are also opening up in the large accounting and consulting firms, many of which are trying to compete with the niche CSR consulting firms by offering their own

CSR client services. Whereas in Public Sector CSR career options can be found in national government agencies, PSUs and international organizations.

There are a wide variety of non-governmental organizations (NGO's), industry associations, think tanks and academic institutions engaging in learning and/or advocacy within the CSR arena. Such groups promote and examine the use of CSR concepts within the private and public spheres.

Major skills required for successful CSR Professional:

- (a) Business skills (including building insight, communication skills, decision making, commercial awareness, IT, innovation, strategic awareness, leadership, handling complexity and problem solving)
- (b) People skills (including adaptability and empathy, developing others, influencing without power, open minded, integrity, political awareness, self-development and learning, building partnerships, team working and questioning "business as usual")
- (c) Technical skills (including technical expertise, understanding impacts, stakeholder dialogue, internal consultancy, selling the business case, understanding human rights and understanding sustainability).

Remuneration which can be expected while working in a CSR wing of an organization is:

Junior level: Rs 5 lakh (per annum)

Mid-level: Up to Rs 15 lakh (per annum)

Senior-level: Rs 40-60 lakh.

Exceptional and top CSR Positions can go up to Rs 1 crore for CEOs



सिखाई बेच के सीखो...

Dr. Prasad Teegalapelly Professor

We at Corporate communis got a chance to engage in conversation with Dr. Prasad Teegalapelly, also known as Dr. Mandi, Professor of Organizational Behaviour, National Institute of Industrial Engineering (NITIE) Mumbai. He has keen interest on Gandhian thoughts and philosophy and Gandhian way of education, we were able to ask him personally regarding our current education system and its issues.

Q: What is Mandi and the concept behind this term?

Mandi is a particular way of learning. And that is being used as a program where one day, six hours, 12 hours, 14 hours' time duration can be used, thus to create a Mandi program. We also have a "Mandi Teacher" and these teachers are known as "1/12 Mandi Sir". The Mandi Sir practices Mandi way of learning and "1/12" has got a very specific meaning out of it. The Mandi Sir's concept is clearly understood from one specific slogan – "Shikhai Bhech ke Shikho" which means what you know sell it, monetize it and what you don't know can be understood while selling it. So "Shikhai Bhech ke Shikho" is a Mandi method and the 1/12 signifies that when a student is spending 12 parts, at least they should be able to earn one part. So, if the student is learning 12 chapters then at least he should apply one chapter, he should understand and apply practically. So, 1/12 will be quantified Mandi style where it says at least this much should be done by the student. So we have got the Mandi a typical style of learning, we have got Mandi Super Teacher and for us Mandi students

are also very necessary. The Motto is "Becho, Seekho, Beche Beche ke Sikho". Student and teachers should make an effort to learn new things from applying things they already know. For instance, a 5th class student will use his 4th class learning and post graduate student will use his graduation learning to learn the post graduate subjects. Mandi Sir Concept is now being applied in more than 400 -500 colleges

Q: The present education system is producing certificate and degrees like factories but not personalities. What are your views on it?

It's true that current education system is producing degrees and certificates like factories and some are even selling them. But the important issue to be looked at is that this education system is huge in size and you can't not just throw out the current system and put a new one in place. Realistically speaking it is impossible to completely replace the current system where 4 cr. graduate student and 15cr. school going students are involved what we can do is to try and mend and bend the current system in such a way that it becomes much more fruitful, small and

minute change are more achievable target here. Two very important changes that we can add which are also suggested by Gandhi are:

- Make learning practical [experimental]
- Make practical more productive.

with the current social media inventions like whatsapp, Youtube etc. these learning can be made more practical and can be turned into a source of income as well. Always remember the real teaching of Gandhi is "पढ़ाई का खर्चा पढ़ाई में पढ़ाई से पढ़ाई के लिए कमाना".

Q: How Gandhian education can help our current entrepreneurs?

We have a situation in Indian and anywhere in world that new industries are not able to turn out job and capacity of industry to turn out job is coming down this is a fact. With Industry 4.0 and Artificial intelligence number of jobs are going to reduced even more. Given this situation we should realise that education should be able to orient entrepreneurship. Students should move from employment to entrepreneurship. This change are being made in our current going education system as well. AICTE came out with the policy called student start up. These policies can be implemented any engineering collages, MBA collage, medical or any other field. the whole proposal is that let student start their enterprises as in when they are getting their education, so that 40-50% of their time while studying will be focused on enacting, creating an enterprise and managing that and be able to apply what all they are learning in the classroom in this assignment. In this way 40-50% of knowledge will become application and other 50-60% will become theoretical part. In this way we can have start ups created which

will be called "Lean start up".Lean start up are those which doesn't have huge investment, with minimum investment they can start an enterprise.

Q: How can we make swadeshi popular again?

Gandhi ji always insisted on swavlamban, swatantrta, and home rule. The moment we are able to make economic self reliance all these will be achieved. Through education this can be inculcated into students and society. When student become self reliant, parents become self reliant , villages and town become self reliant and nation become reliant.

Q: How can we bridge the gap between what the industries expects and what is taught in academics?

Yes i do think there is a huge gap between what the industries require and what the academics are turning out, it is a fact and it is widening even more with time. It is concerning not only for the industries but also for the job seeking students. What i have seen is that in Universities/ collages they try to change the academics and course every few year to stay in touch with the current requirement, which is well and good, also industrial visits are arranged to get a better look at how things work. But our students need more than that, the issue is that whatever is there in the society is there in the textbook and is also brought in the workshops of the collage but what the students actually need is to go to the market, Bazar or mandi rather than textbook based market knowledge. Doing this will first of all increase the practical knowledge and also the productivity .Student should be able to learn as well as earn through that learning.

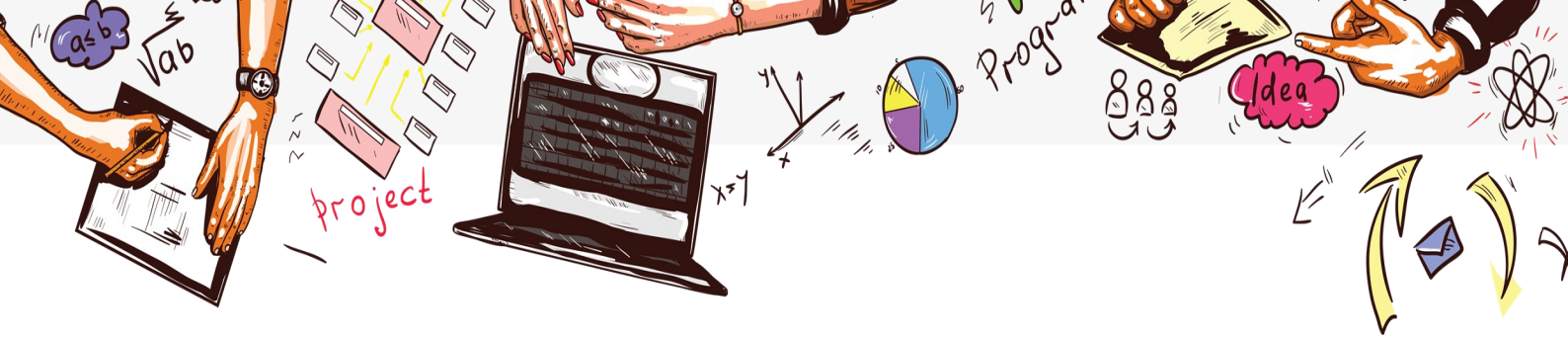
" पढ़ाई का खर्चा पढ़ाई में पढ़ाई से पढ़ाई के लिए कमाना ".

डॉ प्रसाद तेगलापेल्ली



Dr. Prasad Teegalapelly with students of Media Management Sem III.

From left (Aman Raj, Deepankar Kavathekar, Dr. Prasad, Anshuman Singh, Ashutosh Bhargava.)



The Department of Media Management was established in the year of 2011 and since then it is one of the eminent departments in Makhanlal Chaturvedi National University of Journalism and Communication, Bhopal. The department was established with an objective of providing insight into Planning, Organizing, Staffing, Directing, and Controlling of Media Business Plan.

Our Recruiters



1

E-Commerce

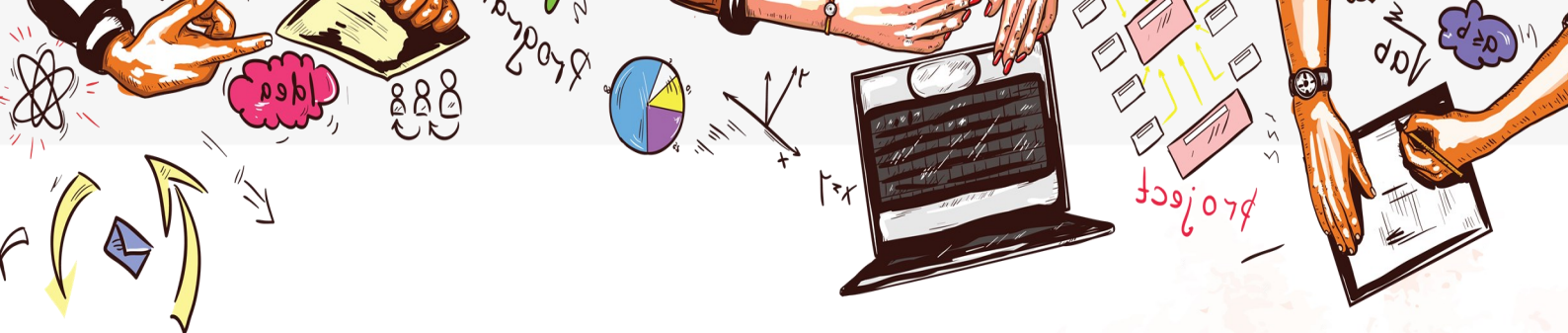
Introduces the student to the functioning of e-commerce and its related industries.

Specializ

3

Corporate Communication

Provides the students an opportunity to solve the communication problems happening in the industry.



MISSION

To be recognised as effective and excellent through our programs, desire to be contributing partner to our community through our empathetic involvement towards society and developing students with balanced perspective by preparing them for effective leadership in the professional and spiritual dimensions of life.

VISION

To transform the lives of all students by creating a distinctive environment of intellectual rigour, research, creativity and engagement across innovative areas of media, communication and management and to expand knowledge, raise awareness and promote humanistic values.

VALUES

- Academic excellence and integrity
- Scholarly research and professional leadership
- Scholarly research and professional leadership.
- Fostering good business ethics and social responsibility.
- Developing Entrepreneurial quality among students

2

Entertainment Communication

Introduces the student to old and new Indian tradition and communications.

zations

4

Advertising and Marketing Communication

Gives an opportunity to the students to solve the advertising and marketing blockage and increase the sales of the organization.

Placement Record Year wise

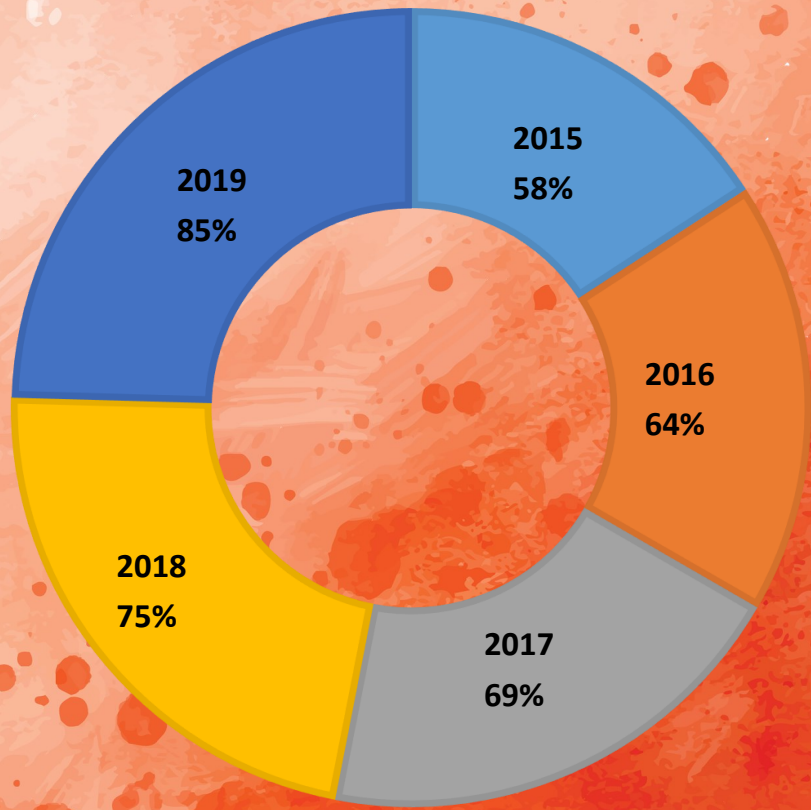




Photo Gallery



Special Lecture of Mrs. Manisha Anand



Workshop on Gandhian New Education.



M.B.A. Students with Dept. Newspaper **ATAL PRABANDHAN VAANI**



Workshop on Self Development



Student asking question to resource person



Dr. Prasad Tegalapelly at M.C.U-Management Dept.



Visit to Top N Town Ice Cream Manufacturing Unit



Group Editor of Patrika – **GULAAB KOTHARI**

Photo Gallery



NATIONAL CONFERENCE organised by Management department



Visit to DB Digital, Bhopal



Visit to Anaadi TV production Unit



Visit to Dainik Bhaskar Printing Press



Visit to MY FM, Bhopal Production Studio.



Drama Assignment presented by Students



Photo Gallery



Visit to Vardhaman group of Industries, Mandideep



Student on the launching of BOOKMARK designed by them.



Students launching their Newspaper.



Students launching their Newspaper.



Visit to Incubation Centre, Bhopal



Workshop on KNOW YOUR RIGHT by NIHARIKA SINGH

Photo Gallery



Ashutosh Rana speaking on "REPORTING SKILLS" at Orientation Programme



Seminar on TOURISM & JOBS:
A better future for all.



Students on Shooting an interview



Visit to Vardhaman Textiles



Student, Amrita Pandey reciting Poem on the birth anniversary of "Ramdhari Singh Dinkar".



Visit to B-NEST INCUBATION CENTRE, Bhopal



Are we present or are we future past?

Deepankar Kavathekar

M.B.A– MM (IIIrd Sem)

Have you ever come towards a point in your life when you felt like “Out of Frame”? Like outwardly you are negotiating with a customer but inwardly, in your mind, you felt like threatened or anxious of something which might be happened if you didn't look towards it. This happens most of the time with every one of us in our daily life situation in our working place.

We all live on one planet-Earth. But, in our subconscious level, in our mind, we create thousands of them with its working attributes according to us. And then, the whole mayhem starts. We see the real world from that frames and because of this we often feel our mind as a market place of varied unwanted thoughts.

As told by Eckhart Tolle **“Nothing has happened in the past; it happened in the Now. Nothing will ever happen in the future; it will happen in the Now.”** Being a manager it is often told to have foresightedness nature, but seeps in to the subconscious mind which then comes into the person's thought process. As in practicality, if someone asks you something, you will start to think first what further things you have to take up with the person rather than understanding the beautiful nature of that conversation which is taking place at that moment.

In Sensitivity Training programs, the term often heard is “Hear and Now”. The facilitator emphasize on to be inside the room; to focus on what is going on inside the room with you and your present teammates rather than quoting previously what has happened with them. To accept the present scenario, not literally or vaguely, but with your full mental equilibrium will help us to find solution to any problem right now. Tom Wujec in his book the Complete Mental Fitness said “...our attention is like 100V of electricity and with every distraction we start to lose it. And by the end, when we have to do important work, we are left with 25V to do

the job.” To be active and focus all through your day, one should follow “Here and Now”. Some steps to maintain your presence at any moment of the day:

Deep Breaths – It is always said that that instead of deep inhales, deep exhales always work. Deep sea diving instructors tells that long exhales controls our heart rate which starts to increase once we encounter the situation.

Scan your vicinity – See the objects in front of you nonjudgmentally. Nonjudgmentally means accepting the things for what it is at its value.

Embrace the feelings – Feel the sensation in your body, at any part of your body. If you are feeling something on skin feel it non-judgmentally.

Direct your thoughts – Now anchor yourself with the words “I am here and now”.



**THE FUTURE
DEPENDS ON
WHAT WE DO
IN THE
PRE-
SENT**



wk ganshi

WORK LIFE BALANCE, A REALITY OR MYTH?

Anshuman Singh

M.B.A– MM (IIIrd Sem)



Often, our work takes precedent over everything else in our lives. Our desire to succeed professionally can leave us forgetting about our own well-being. However, creating a harmonious work-life balance is critical to improving not only our physical, emotional and mental health, but also our career health. But in my opinion, trying to find perfect balance is a pipe dream—a wasted effort. While the quest for balance is a wonderful goal, it's just not a realistic goal for most folks. Instead, it has become one more "to-do".

There are times when we need to work more than usual and other times when we can take more time off. Sometimes we can focus more intently on our hobbies and passions; at other times different priorities take precedence. There may be times when we take really good care of ourselves, and other times when that slips a bit; times where we devote a lot of attention to our family, and other times when there is less energy and daily time to focus on them. And that's OK; it is as it needs to be.

The aim of balance is to live a well-rounded life, to renew and refresh your creative energies on a regular basis so you can achieve your highest potential.

Here are some useful tips to help you achieve a realistic balance:

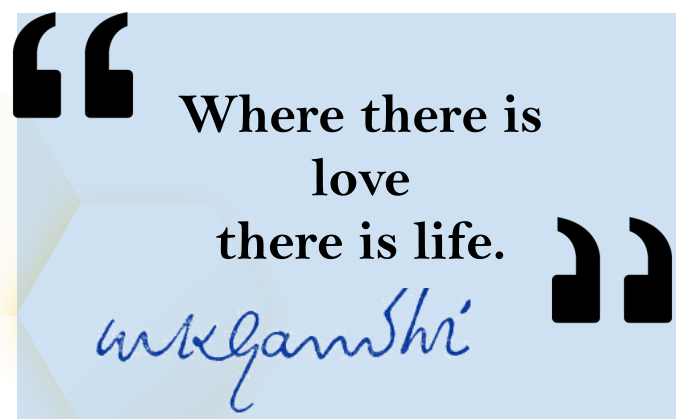
Get mindless: The flip side of work isn't only family time; it also includes activities that rejuvenate you, whether that's spa time or a simple hot bath, sports, meditation, fishing, taking a walk, sitting in your yard and watching the birds in the trees or the clouds in the sky. This "mindless" time is critical to restoring your mental prowess; it also creates space for spontaneous creativity and problem solving.

Prioritize your health: You're overall physical, emotional and mental health should be your main concern. If you struggle with anxiety or depression and think therapy would benefit you, fit those sessions into your schedule, even if you have to leave work early

Take vacation: another way is by taking vacation time and shutting work completely off for a while. Whether your vacation consists of a one-day stay or a two-week trip to Bali, it's important to take time off to physically and mentally recharge.

Find a job you love: Although work is an expected societal norm, your career shouldn't be restraining. Work isn't just a way to make money; it should serve you both financially and emotionally. If you hate what you do, you aren't going to be happy, plain and simple.

So if the pursuit of balance is putting you off balance, remember that while it's a worthy pursuit (in moderation), its purpose is to reduce your stress, not add to it. Understand that on any given day, something probably has to give. Just make sure that you set aside time on another day to devote to the activity you've slighted today.





The Confluence of Media and Management

Ritu Bhavsar,
Faculty
Dept. of Media Management

The success of any organization depends on its proper management. The management of an organization makes policies and programmes for smooth functioning of the organization and takes step to find human resource, financial resources, buildings, machinery and all other resources necessary for running the company or organization.

Talking about Media and Management. Successful Media Management is defined by how well a Project Manager (PM) is able to supervise and motivate their team and utilize available resources in a cost-effective manner. However, creating, executing and evaluating a media plan requires time, money and resources.

For successful media management, one should consider following important points;

1. Identify the Right Channels

Just a few years ago, most brands primarily concerned themselves with traditional media such as television, radio, newspaper and other print publications. And while these mediums are going nowhere fast, various social media outlets have established themselves as legitimate marketing channels. To help decide what's best for your business, take an in-depth look at the demographics you are trying to reach. If you're not sure, just ask!

2. Provide Value

As with any successful campaign, it's important to connect with your audience. No matter which networks or mediums you choose to pursue, if you want to contribute to the overall conversation, you must do so in a way that provides value for your intended audience. Be timely and engaging—and offer interesting, entertaining, or useful content that is easy to digest and interpret.

3. Interact with Your Audience

Any form of media, by definition, is a platform where your company can interact with others.

Whether it's through social media or through traditional mediums, engaging with your audience should be your primary concern. Much like providing value, it's important to sustain these interactions. Ask questions, share views and express your opinions.

4. Utilize Your Team's Talents

Leveraging the strengths of your existing team can save you time, money and the hassles associated with contract and freelance workers. Be smart when organizing your media efforts. Partner closely with other departments—PR, web, creative, HR, etc.—to develop an effective structure and plan that is beneficial to everyone involved.

5. Don't Be Afraid to Experiment

The field of media management is neither clearly defined nor cohesive. With this in mind, it's important to remain receptive to change and open to experimenting. Unlike traditional media, it's far easier to experiment with social media, largely due to execution costs.

The efficiency and leadership quality of the project manager of the organization, an in-depth understanding of media and there perfect blend is crucial to the success of any organization.



**HATE THE SIN,
LOVE THE SINNER.**

we ganshi



21st Century HRM: Modern Problems Require Modern Solutions

Anshuman Singh

M.B.A– MM (IIIrd Sem)



It is gradually getting tougher and tougher for modern business and companies to sustain and effectively operate in current ruthless market and to survive companies constantly need to up both technological and technical aspect of their business. **Human resource management** is a set of practices that affects performance, attitude and behavior of employee at work. Earlier HR managers only responsibility was to handle personal issues, we can say it shifted from 'Personal management' to 'Human resource management'.

Up and coming HR Challenges in 21st century:

At an organization the function of HR in 21st century has changed from "behind the curtains" to becoming the critical change maker in businesses. Some crucial challenges pertaining to HRM are as under:

Recruitment and selection: Biasness is prominent issue, as we all know no two person are same or think alike always, even the hiring managers might make decision based on their beliefs, values and views.

Demographic shift: Demographic categories include gender, race, nationality, age, religion. The organizations today are having heterogeneous workforce; which is off course considered to be a positive thing as diverse minds will guide to new creations & ideas, but managing the culture where people have different mind-sets and putting across the cultural values is indeed a challenging task.

Career development and growth: These are initiatives taken by employers and employees to polish their expertise. It is extremely essential to train and develop the employee so that they can cope up with all the changes and innovations coming in their way. Now a days the training must focus on overall growth and career development of employees.

Motivation and retention techniques: In current market with abundance of opportunity it is becoming more and more difficulty to retain employees. All employers have to have different ways for motivating and keeping the talent. Every organization is looking for latest ways for satisfying its people, this will help to control the rate of turnover.

Maintaining work life balance: Competition in market is giving rise to the workload in office every day, leading to helath issues. Again here HR needs to strike a balance between the work time and leisure time so as to full fill the demands of both the employee and employer.

Possible Solutions:

The HR manager has to be a skilled communicator, as clear and transparent communication plays a vital role in conflict resolution. Sometimes HR managers are expected to explain the code of conducts to employee to handle employee complaints and sometimes they act as a liaison between employers and labor unions to resolve the conflict among parties.

In 21st century counseling practice is the useful option for organizations for training their employees.

Gym memberships, Yoga sessions and paid in-office medical screening, in-office ping-pong, and "activity game rooms" are becoming more prevalent in companies large and small.

It depends highly on HR to face the challenges of globalization posed by 21st century which has given an entirely new look to organizations. HR's need to, introduce them to global organization context. Issues within the organization can be best managed by HR when they will work with best HRM practices like division of jobs, empowerment, better recruitment polices, diversity at workplace, fostering innovation and many more. When HR's will work with eagerness and keenness keeping all the practices in mind only then organization can enhance and survive.

“ IN A GENTLE WAY, YOU
CAN SHAKE THE
WORLD.
ankganshi ”

ALUMNI CORNER

Shailja Srivastava
Public Relation
Executive



The case study simulations done during the course gives you a realistic view of industry work. Thus, focusing on them is of the uttermost importance. Being an 'ambivert', MBA (Media Management) really helped me to evolve as a Public Relation professional.

MBA helped me become adaptable to situations, it also helped me develop the capability to take instant decisions and above all, it helped me become a diligent professional.



Arathi Raghu
Journalist at
Etv Bharat

Hemant Sharma
Content Moderator
ByteDance, Gurugram



Teachers at Management department not only teaches the theory but also encourage us to have the first hand practical knowledge of the subjects. University's Annual function programme encourage the students to participate and show their talents in acting, singing, photography and many more activity pieces

The MCNUJC is a great platform for the student who want to persue the career in the field of media as well as in Corporate Industry. The curriculum is packed with academic and co-curricular activities from the first day. This program from M.C.U has imparted me with required skills to become a confident professional.



Aliuddin
Content Reviewer Analyst
ByteDance, Gurugram



With great study material, teaching technique and regular seminars, Presentation activities we learned a lot. And with regular campus visits from various companies we are assured of our Jobs.



Sonali Shastri
BBA- E-commerce (IIIrd Sem)

University provides great opportunity to Sports person in cricket, football, badminton and many other sports. Cultural programs give platform to many of our in-house artist in college.



Vishal Nema
M.B.A Ist Sem

Teachers provide individual attention toward each student and help them develop their overall personality. Management games, lectures from Experienced guest faculties help in our overall enhancement.



Sanju Kumawat
M.B.A Ist Sem

MCU provides best theoretical as well as practical knowledge about our subject, constant guidance from our faculties motivates us to excel in our field. Regularly conducted seminar and workshops help as well to broaden our mind.



Saumy Sharma
M.B.A Ist Sem

Class room assignment and daily activities help us in improving our public speaking and groom our self to face the market requirement and stand out from the crowd.



Sakshi Tyagi
M.B.A Ist Sem

NEW CAMPUS TO BE OPENED AT BISHANKEDI, RATIBHAD– BHOPAL



This Picture was taken on 2018



माखनलाल चतुर्वेदी राष्ट्रीय पत्रकारिता एवं संचार विश्वविद्यालय
Makhn Lal Chaturvedi National University of Journalism & Communication

Campus Address: B-38 Vikas Bhawan, Opp Dak Bhawan, Press Complex, Zone-1 M.P. Nagar, Bhopal – 462011

For Admission- 0755-2553523, email: mcu.pravesh@gmail.com