



OF EXCELLENCE



**ARKA JAIN**  
**University**

Jharkhand (Jamshedpur)

Recognised by **UGC**



BA(H)  
**English**

BA(H)  
**Fashion Design**

BA(H)  
**Mass Comm.**

**SCHOOL OF HUMANITIES**

## ABOUT JGI GROUP

Headquartered in Bangalore, The JGI represents a cluster of 65 vibrant educational establishments. In 26 years, the Group has grown to serve over 50000 students and 10000 staff members engaged at P-12 (Pre-School to Grade 12), undergraduate and post graduate levels across 53 centers of excellence. It includes prestigious institution like Jain College, Bangalore (One among the top 25 best commerce college in India\*), Jain University, Bangalore (One among the top 5 private university of India\*), Jain College of engineering, Bangalore and Jain International Residential school. \*As per India Today - Nielsen survey.

AMONG  
**TOP**  
EDUCATIONAL  
INSTITUTIONs IN INDIA

JGI's ALUMNI INCLUDES  
**OVER 10+**

Arjuna, Rajiv Gandhi Khel Ratna, Padma Shri, & Padma Bhushan Awardees, & 300+ Sports person of International & National Repute.

**08**  
STATES

**64**  
CAMPUSES

**02**  
UNIVERSITIES

**65**  
EDUCATIONAL  
INSTITUTIONS

**50**  
INCUBATED  
COMPANIES

**10K**  
EMPLOYEES

## ABOUT

# ARKA JAIN UNIVERSITY

ARKA JAIN University, the 1st Private University of Kolhan Region, Jharkhand established by the JHARKHAND State Legislature under "The ARKA JAIN University Act", recognized by UGC, is an example of excellence. The University is situated 13 kms from steel city, Jamshedpur at Gamharia offers multi-disciplinary programs designed in a way to shape the brilliant minds of today into socially-conscious managers, leaders and entrepreneurs of tomorrow. The use of highest-quality research-led teaching and learning methods help students evolve and be ready for the requirements of the industry because we believe - YOU'RE ONE OF A KIND, SO ARE WE.



**4k+** STUDENTS  
**07+** SCHOOLS  
**30+** COURSES  
**150+** FACULTY  
**23+** ACRES CAMPUS

## RECOGNITIONS & APPROVALS

Pharmacy Council of India (PCI)

Government of Jharkhand

Bar Council of India (BCI)

University Grants Commission (UGC)

Optometry Council of India (OCI)

Association of Chartered Certified Accountant (ACCA, UK)

Jharkhand Nurses Registration Council (JNRC)

All India Council for Technical Education (AICTE)





## ✓ **TOP 8** REASONS TO BE A PART OF **ARKA JAIN University**

**1**

Part of the JGI Group, Bangalore,  
mentored and Guided by Jain University, Bangalore

(India's one among the top 5 Private University as per India Today Nielsen Survey)

**2**

Active & engaging Curriculum

**3**

Interdisciplinary approach to Programme Learning

**4**

MOUs with Corporates for Intensive Industry Support

**5**

State-of-the-art Infrastructure Facility

**6**

Outstanding Placement Record

**7**

Encouragement to Entrepreneurship and Sports

**8**

Community Engagement through Rotary, NSS etc.







**AARAMBH**  
Induction & Orientation



**JAIN PREMIER LEAGUE**  
20-20 Red Ball Cricket



**ROSHNI**  
Celebration of Lights



**SARASWATI PUJA**  
Devotion to Goddess of Knowledge



**YUVA**  
University Youth Festival



**RUNBHOOMI**  
Annual Sports Meet - Battle For Glory



**HOLI INVASION**  
A message of Unity & Brotherhood



**CARVAAN**  
An Annual Expedition of AJU



**AAGAAZ**  
An Annual Cultural Fest



**RUKSAT**  
Farewell Function

**NAVOTSAV**  
Gandhi Jayanti cum Navratri Celebration



**ROO-B-ROO**  
Fresher's day - Ice Breaker For New Students

**CARNIVALS@AJU**



# SCHOOL OF HUMANITIES

Regardless of its ancient origin, arts pace in step with the modern world, Merge with computer sciences and use the opportunities that come along with globalization and the digital age. We equip students with conceptual and theoretical tools which help them to analyze complex mysteries of world. In AJU, from traditional classroom based learning to interactions with artists, The School of Arts is a fertile ground for collaboration and trans disciplinary practice. Students are engaged in rigorous processes of experimentation, invention, study and expanded use of emerging and DIY technologies. Also, Students are encouraged to develop an individual perspective, imagine, invent, study and explore a diverse range of creative expressions that respond to complexities of our social, cultural and political environment.

## BA - English(H)

Bachelor of Arts - English

## BA - Fashion Design(H)

Bachelor of Arts - Fashion Design

## BA - Journalism & Mass Communication

Bachelor of Arts - Journalism & Mass Communication







## 3 Years Full Time **BA(H) - English**

The department aims at creating an intellectual community with strong human values, discerning social awareness and excellent communicative competence. It strives to impart an appreciation of the finer aspects of life through a clear understanding of the nuances of Language and the aesthetics of Literature in a globalized world.

### Quick Facts

**Duration:** 3 Years I Six (6) Semester

**Eligibility:** A Candidate should have passed Senior Secondary Examination (10+2) from any recognized Board

### Faculty

A team of well qualified and experienced faculty members have been teaching English language and literature courses for the students of Literature and other Arts and Sciences and Engineering Programmes. They are also certified trainers and examiners who help students take up International Language tests like BEC, IELTS, TOEFL, etc..

### Activities

The literary club provides a platform to showcase the literary aspirations and talents of the students. It is an excellent forum for self expression and cultural aspirations of the students. Poetry-reading sessions, debates, extempore speeches, quizzes, cross-word games, book reviews, play enactments and classical movie screenings are showcased at the forum.

### Why Literature Program @ Aju?

- To gain a sound theoretical knowledge both in Literature and allied fields
- To prepare for UGC – NET examinations
- To take up research in current topics
- To take up faculty positions in universities
- To help aspiring journalists and critics
- To gain a multicultural exposure
- To thrive and learn in a competitive environment

### Job Opportunities for Literature Students

- Media and Journalism
- Publishing Industry
- Teaching & Research
- Advertising & Marketing
- HR / Administration jobs
- Hospitality Industry
- Translators
- Technical Writers



The glamour. The fame. The art of creative details. Becoming a fashion designer promises all this and more. BA FD course ensures powerful skill-set of creativity among the students. BA FD at AJU is a great opportunity for fashion enthusiast to take up this programme.



3 Years Full Time

# BA(H) - Fashion Design

Fashion is ever evolving and has come a long way from the designer clothes worn by the royalty of the ancient world to the Haute Couture which are high fashion customized products of the present. Students who love to be inspired and have a flair for creativity, style and originality and want to have a career in fashion, the BA in Fashion Design course provided by AJU is tailor made for them. It is structured to provide students with creative, technical and business skills required to excel as designers as well assume various other prospective roles in the fashion industry.

## Quick Facts

**Duration:** 3 years (6 semesters)

**Eligibility:** A Candidate should have passed Senior Secondary Examination (10+2) from any recognized Board

## Progressive Teaching Aid

- Training through Practical Demonstrations
- Workshops by Professional Experts
- Industrial visits / Educational Trips / Research Based Assignments
- Socially Relevant Projects
- Training in Market research
- Internships in Fashion / Garment Industry
- Entrepreneurship Development Programs
- Craft Development Projects
- Audio Visual Interactive Training
- Computer Labs for Design Software Training
- Pattern Making and Garment Construction
- Labs for Practical Training
- Library – Resource center for Design Thinking and Research References

**MOU** with organizations for training & placement support



## Career Opportunities for Graduating Designers

- Fashion Trend Forecaster
- Apparel and Accessory Designer
- Costume Designer
- Textile Designer
- Fashion Merchandiser and Sampling / Production Coordinator
- Embroidery and Print Designer
- Stylist
- Illustrator
- Fashion Marketing and Brand Manager
- Fashion Journalist
- Freelance Designer
- Technology driven careers options in Fashion





### 3 Years Full Time

## BA(H) - Journalism & Mass Communication

The BA – Journalism and Mass Communication Program offers contemporary training and hands on experience with the industry in all major media genres. Professional training and excellent internships make students ready for successful careers across the field of print and broadcast journalism, media management, content management, digital media etc. All programs are built on strong theoretical foundations supported by applied research into the dynamics of communication and the creative industries together with professional expertise. The University has built close links with national and regional media companies and boasts of an excellent employment and research record.

### Quick Facts

**Duration:** 3 Years | Six (6) Semester

**Eligibility:** A Candidate should have passed Senior Secondary Examination (10+2) from any recognized Board

### Key highlights of the Department

- Documentary film produced by the students was awarded in national film festival organized by JNFF.
- E-TV recruited student from the first batch of the JMC department
- Department has launched a virtual broadcast news channel 'AJU TV' for students training on broadcast media
- Department has launched its newsletter 'The Impression' to train students on print media design and publication
- Department has video editing studio with i-MAC interface

### Why Choose BA – Journalism & Mass Communication @ AJU

- Contemporary tailor made media programs meeting industry requirements constantly
- Enthusiastic well qualified faculty
- State of the art Apple i-MAC Video Editing Studio
- Micro seminars with Media Professionals
- Regular Industry Interface
- Placement support for successful students

### Value Added Programs

- **Photography**
- **Practical Training in Print & Broadcast Journalism**
- **Television News Production Training**
- **Special Programs in Advertising & PR**



## Facts about the Department of Journalism & Mass Communication

- Full time dedicated faculty with international teaching & industrial experience
- Student centric teaching methodology
- Digitally equipped smart class room
- Well furnished departmental digital media library
- Well furnished multimedia production Studio
- Apple I- Mac video editing lab
- Central library
- Newsletter publication
- Campus TV production facility
- Environment and student friendly campus
- Campus selection and career counseling cell
- Guest lectures by media professional experts
- Facilities of sports and co curricular activity
- Wi-Fi enabled campus
- Industrial visit

## Key Modules - Learn & Grow with Us

- Advanced Reporting
- Citizen, Print & Broadcast Journalism
- Development Communication
- Convergent media
- Digital Photography
- Photo Journalism
- TV & Radio Program Production
- IT Skills-Design and Graphics
- Public Relations
- Advertising
- Documentary Film Production
- Media Management
- Media Laws & Ethics
- New Media
- Film Studies
- Marketing Management & Media
- Entrepreneurship
- Multimedia Production
- Media Research
- Corporate Communication
- Brand Management
- Visual Communication
- Video Editing
- Editing for Print Media
- Traditional Folk Media etc.

## Career Prospects

- Journalist: for Print/Electronic media
- Copywriter/Editor
- Media Planner
- Brand Manager
- Event Manager
- Media Marketing Professional
- Layout And Graphic Designer/Animator
- TV And Radio Producer
- Radio & TV Anchor
- Photo Journalist
- Film Production
- News Reader
- DTP & Web Designer
- Content Editor/Manager
- PR Professional
- Corporate Communication
- Film Maker- Director, Producer, Editor
- Cinematographer
- Script Writer
- Sound Editor
- Radio Jockey
- Music Manager
- Folk Media Artist
- Academician
- Blogger
- Studio Manager
- Video Editor
- Media Research etc.





## Integrated mode of Teaching & Learning

Our teaching approach incorporates syndicate learning, case studies, regular assessments and immersion in real-life industry projects designed to deepen students knowledge in a particular area of interest and to expose them to the real business world.



**Workshop, Seminars, Guest Lectures, Industry Interface** - Each semester will have regular interface with industry facilitators and experts in the areas of English, Journalism and Mass Communication, Fashion Design and Entrepreneurship etc. There are regular interactions with industry professionals across different areas of interest and industry visits are planned based on the curriculum of the semesters. The program also includes Interactive Online and Offline sessions where students can participate and interact creatively.



**Speaker Series** - Speaker series are conducted every semester. The speakers involved are from private, public and educational sectors who educate via presentations on relevant economic and business issues.



**Case Study** - For the majority of subjects across the curriculum of different semesters, case studies are a regular part of the program. The students are taught through real time, latest / current Case studies - discussed and analysed for better understanding of the subject. In various creative courses, various assignments are based on these case studies.



**Exhibits and Displays** - School of Humanities has various creative courses which have various tangible outcomes. Hence there are regular exhibits and visual displays of students' work and projects online, offline at the university level. This gives a wider horizon for appreciation and peer learning.



**Learning Forums** - Various monthly learning forums are conducted online and offline for the students and faculties for an overall enhancement of learning and teaching. Their sessions can be varied from education, health, motivational, etc. The idea is to support the learning environment according to the need of the situation.

### Tech-Enabled Classroom

01



### Digital Library

02

### Hi-Tech Labs

03



### Sports Facilities

04



### Auditorium

05

### Club & Societies

06



### Transportation

07



### Food Court Area

08



# Learning By Doing

## Project & Application Based Learning:

We follow an extensive industry-oriented teaching model to face the challenges in the industry through exceptional teaching and research-oriented programs which help to bridge the gap between the industry needs and academics. Students get first-hand experience into the practicality of the global market and are groomed to meet its expectations in terms of being a thorough professional.



**150  
Case Studies**



## 25 Group Assignments



**100  
Presentations**



## Panel Discussions



## Industry Visits



## LEARNING EDGE SATURDAYS

AJU offers extracurricular activities of high intensity and value which develop mind, body and spirit. Notable among them are the Learning Edge Saturdays, where a combination of technology, business, cultural and theatre related activities are organized on continuous basis every Saturday. Corporate lectures, Tech scan sessions, debate forums, industry interaction, etc. are organised.

## LIBRARY

School has an exclusive central library of the University, having a wide range of latest edition books for different subjects of Technology, Management, Arts, different field of Science, including Journals, e-journals, magazines. Central library is also equipped with reprography facility, internet facility with systems for the students to access study material from e-learning sources.



**CAREER DEVELOPMENT  
& PLACEMENT CELL**

**200+ COMPANIES**  
HIRE OUR GRADUATES



Partial list of companies who have recruited our students or have shown willingness to recruit or provide internship to the students:

The Placement Cell organizes career guidance programmes for all the students starting from first year. The cell arranges training programmes like Mock Interviews, Group Discussions, Communication Skills Workshop etc. and it also organizes various competitive exam Training for students. It also actively invites HR Managers from different industries to conduct training programmes for final year students.

### Various Training organized by Placement Cell

- Personality Development Program
- Communication Skills Program
- Group Discussion Practice
- Mock Interview Sessions
- In-plant Training
- Industry Internship Programs





## A collage of 15 images showing students engaged in various activities: smiling, studying, playing sports, and participating in events. A central circular logo with a heart and the letters 'YUVA' is overlaid on the collage.



## Value Added Courses

### Via LinkedIn Learning



LinkedIn Learning opens up a new horizon of learning especially for the young and emerging professionals. JGI group has tied up with LinkedIn to provide a state of the art learning platform for their students.

LinkedIn learning provides more than 23,000 courses designed and tutored by professionals to provide you the skills and competencies that are required and nurtured by enterprises. These courses ranges from languages-literature and applied language – to professional competencies that provides you a flawless professional growth path.

LinkedIn online courses allows you to learn your choice of skills at your leisure from the comfort of your home or office. More over the courses concludes with competency mapping to test your acquired competency and provides you a globally recognized certificate.

**Few of the prominent courses are detailed below, to give you a bird's eye view of the entire courses:**

- Develop Your Communication Skills
- Excel Essential Training
- Entrepreneurship Foundations
- Become a Fashion Designer
- Illustrator for Fashion Design: Drawing Flats
- Color Trends
- Photoshop for Fashion Design: 1 The Basics
- How to Build a Brand
- Illustrator for Fashion Design
- Develop Your Writing Skills
- How to Become a Purpose-Driven Journalist
- Journaling for self-reflection
- Ninja Writing: The Four Levels of Writing Mastery
- Journalism and film making
- Photoshop and journalism - Photoshop Tutorial
- Photography Foundations: Mobile Photography
- Learning Portrait Photography
- Introduction to Video Editing
- Become a Public Relations Specialist
- Media Training Essentials



## Clubs@AJU

Giving students the tools they need to be leaders in tomorrow's world



CULTURAL CLUB



DRAMA CLUB



ENTREPRENEURSHIP CLUB



CODING CLUB



LITERARY CLUB



IT CLUB



SPORTS CLUB



MUSIC & DANCE CLUB



## Clubs and organizations are a vital part of University life!

ARKA JAIN University has a very active students club in an organizational system. The students are strongly motivated to pursue different club and memberships which help them to enrich more throughout their University experience





## SPORTS@AJU

Considered on par with Education, Research, and Entrepreneurship, students are encouraged and given immense support when it comes to sports.

On the intercollegiate front too, our students have continued to make us feel proud by, winning state level championships in various sports activities.

Stemming from the vision of overall student development, ARKA JAIN University provides facilities and encouragement for every sport, students find interest in. Exceptional talents are given adequate opportunities in their chosen sporting disciplines.

The University offers scholarships to help athletes who compete at state, national or international levels to meet the extra costs of elite participation.



## Notable Alumni of the JGI Group



**K. L. RAHUL**

NATIONAL CRICKET PLAYER



**MANISH PANDEY**

NATIONAL CRICKET PLAYER



**ROBIN UTHAPPA**

NATIONAL CRICKET PLAYER



**KARUN NAIR**

NATIONAL CRICKET PLAYER



**VARUN AARON**

NATIONAL CRICKET PLAYER



**PANKAJ ADVANI**

INT. BILLIARDS CHAMPION



**ROHAN BOPANNA**

INDIAN TENNIS PLAYER



**SHIKHA TANDON**

INT. SWIMMING CHAMPION

## WORDS FROM SOME OF OUR SUCCESSFUL ALUMNIS



**VARTIKA JAISWAL**

TAX CONSULTANT AT



Jain University is a place of learning, fun, culture, lore, literature and many such life preaching activities. Studying at the Jain University brought an added value to my life. It gave me an opportunity to meet different kind of people and learn a number of things.



**ANURAG ROY**

FINANCIAL ANALYST AT



I have pursued my graduation from AJU. It was a very exciting journey with lot of learning which provided me with some thought - provoking questions for myself. AJU has helped me to put thought into what my core values are.



**PRABHA SHARMA**

IT PROFESSIONAL AT



An IT professional specialising in Oracle, a corporate trainer in Infosys, won several medals in academic and extra-curricular activities at college and university level, gold medalist in her master's I am what I am today and what ever I have achieved is because of our ARKA JAIN University.



**SOUMYADEEP BHATTACHARJEE**

BUSINESS DEVELOPMENT  
TRAINEE AT



This institution is been the turning point of my life where you learn corporate culture with your usual course of curriculum. I did my BBA from Jain college and after that I got placed in Byju' as a Business Development Trainee.



**ASHISH BUDHRAJA**

BUSINESS DEVELOPMENT AT



I am very proud to have been a part of AJU where students are not just students but Manager, Strategists, Leaders and Entrepreneur in making. Being a part of this institution makes me stand apart in the crowd and to believe in what I stand for.



# Admission Process

## OFFLINE MODE

- Collect the Application Form in-person by paying Rs. 600/- at the Admission Office or at university campus.
- (Address: D-28, Danish Arcade, Opp Asian Inn Hotel, Dhatkidih, Jamshedpur, State – Jharkhand, Pin 831001 or University campus situated at opp. to Kerala Public school, Mohanpur, Gamharia, Dist.- Seraikela Kharsawan – 832108
- Phone- 0657 2220285 or Toll Free no- 1800-1200-200
- Submit the duly filled form along with required documents and the fees.

## ONLINE MODE

- Fill online form on our website [www.arkajainuniversity.ac.in](http://www.arkajainuniversity.ac.in) and Pay Rs. 600/- online.
- Download the dully filled application form and visit our admission office or university campus at the earliest.
- Once your documents are verified by University Admission Officer, pay the 1st Installment of the fees

## Contact Details:

- 📞 **Landline Number: 0657-2220285**
- 📞 **Toll Free Number: 1800 -1200-200**
- 📞 **Whatsapp Number: 8406800562**

**Website:** [www.arkajainuniversity.ac.in](http://www.arkajainuniversity.ac.in)

**Email:** [info@arkajainuniversity.ac.in](mailto:info@arkajainuniversity.ac.in)

**Admission Office:** D-28, Danish Arcade, Opposite Asian Inn Hotel, Dhatkidih, Jamshedpur - 831001

**Campus Address:** Opposite Kerala Public School, Mohanpur, Gamharia, District Seraikela Kharsawan, Jharkhand - 832108

