



Recognised by **UGC**

**ARKA JAIN**  
**University**  
Jharkhand



**BA(H)  
English**

**BA(H)  
Fashion Design**

**BA(H)  
Journalism &  
Mass Comm.**

**SCHOOL OF HUMANITIES**



# ABOUT JGI GROUP

Jain Group is an established education provider and leading entrepreneurship incubator in India.

Headquartered in Bangalore, The JGI represents a cluster of 65+ vibrant educational establishments. With an illustrious history spanning over more than 32 years, the Group has grown to serve over 75,000 students and 10,000 faculty & staff members are engaged at various levels, P-12 (Pre-School to Grade 12), diploma, undergraduate, postgraduate, doctoral levels across 64 campuses throughout the nation which include prestigious institutions like Jain College, Bengaluru (Among the top 25 best commerce colleges in India\*); Jain University, Bengaluru (Among the top 5 private universities of India\*); Jain College of Engineering, Bangalore; Jain Public Schools, Jain Heritage Schools, Jain Toddlers and Jain International (Residential) Schools.

\*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

**02**  
UNIVERSITIES

**77**  
EDUCATIONAL  
INSTITUTIONS

**75K**  
STUDENTS

**64**  
CAMPUSES

**10K**  
EMPLOYEES

**50**  
INCUBATED  
COMPANIES

# 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.

5k+  
STUDENTS

07+  
SCHOOLS

30+  
PROGRAMMES

175+  
FACULTY MEMBERS



## RECOGNITIONS & AFFILIATIONS



Government of Jharkhand



Pharmacy Council of India  
(PCI)



University Grants Commission  
(UGC)



Bar Council of India  
(BCI)



Association of Chartered Certified  
Accountant (ACCA, UK)



Optometry Council of India  
(OCI)



All India Council for Technical  
Education (AICTE)



Jharkhand Nursing Registration  
Council (JNRC)

# TOP 10 REASONS

## TO BE A PART OF ARKA JAIN UNIVERSITY

- 1 Part of the JGI, Bengaluru. Mentored by JAIN (Deemed-to-Be-University), Bengaluru (Among the top 5 private universities of India as per India Today - Nielsen survey)
- 2 An ISO 21001:2018 Certified "Educational Organization Management System" University
- 3 Interactive, engaging and enriched Course Curricula
- 4 Multi and Inter-disciplinary approach towards the teaching-learning process
- 5 MoUs with renowned players from the Corporate and Academe
- 6 State-of-the-art infrastructural amenities
- 7 Credible placement record
- 8 Platform for fostering the entrepreneurial spirit among the students
- 9 Sensible approach towards community engagement through NSS, NCC, Rotaract, etc.
- 10 Commendable opportunities to students in such aspects as sports, exposure, beyond academic pursuits







**AARAMBH**  
Induction & Orientation



## NAVOTSAV

Gandhi Jayanti cum Navratri Celebration



## ROO-B-ROO

Fresher's day - Ice Breaker For New Students



## RUKSAT

Farewell Function



## AAGAAZ

An Annual Cultural Fest



## CARVAAN

An Annual Expedition of AJU



## PREMIER LEAGUE

20-20 Red Ball Cricket



## HOLI INVASION

A message of Unity & Brotherhood



## ROSHNI

Celebration of Lights



## SARASWATI PUJA

Devotion to Goddess of Knowledge



## RUNBHOOMI

Annual Sports Meet - Battle For Glory



## YUVA

University Youth Festival



# CARNIVALS@AJU

# SCHOOL OF HUMANITIES

Regardless of its ancient origin, the domain of arts education has paced itself with the modern world, merged with modern concepts and used opportunities that came along with the advent of globalization and the digital age

The School of Humanities equips students with conceptual and theoretical tools which help them to analyze complex mysteries of the world.

At AJU, from traditional classroom based learning to interactions with artists, The School of Humanities is an ideal platform for collaboration and trans-disciplinary practices. Students are engaged in rigorous processes of exploration, study and expanded use of various teaching - learning tools.

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 (H) - English**

Bachelor of Arts - English

## **BA (H) - Fashion Design**

Bachelor of Arts - Fashion Design

## **BA (H) - 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.

The department spearheads the **Toastmasters International Inc, USA** - A public speaking club for the student of the University.

## Quick Facts

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

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

## Faculty Members

A team of well-qualified and experienced faculty members has been teaching English language and literature courses to the students of Literature and other Arts as well as 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 ARKA 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 club.

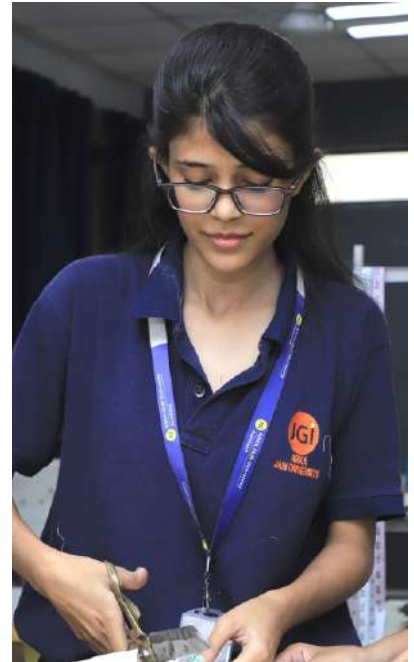
## Why BA (H) English Program @ AJU?

- To gain a sound theoretical knowledge both in Literature and allied fields
- To prepare for UGC – NET examinations
- To take up research on concurrent 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 (H) FD program ensures powerful skill-set of creativity among the students. BA (H) FD at AJU is a great opportunity for fashion enthusiasts to take up this programme.



**3 Years Full Time**

# **BA(H) - Fashion Design**

Fashion is ever evolving and has come a long way since the times when designer clothes were 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(H) program in Fashion Design offered 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 as 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 career options in Fashion





## 3 Years Full Time

# BA (H) - Journalism & Mass Communication

The BA (H) – 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. The program is 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) Semesters

**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 (H) – 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 students

### Value Added Courses

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

## Facts about the Department of BA (H) Journalism & Mass Communication

- Full-time dedicated faculty members 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 iMac video editing lab
- Central library
- Newsletter publication
- Campus TV production facility
- Environment and student friendly campus
- Campus selection and career counselling cell
- Guest lectures by media professional experts
- Facilities related to sports and co-curricular activities
- Wi-Fi spots across the campus
- Industrial visits

## 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-learning 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 world scenarios.



**Workshops, 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. Regular interactions with industry professionals across different areas of interest and industry visits are planned based on the curricula of the semesters. The program also includes Interactive Online and Offline sessions where students can participate and interact creatively.



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



**Case Study** - For the majority of courses across the curricula 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, assignments are based on these case studies.



**Exhibits and Displays** - The 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 faculty members for overall enhancement of learning and teaching. Their sessions can be varied topics such as education, health, motivation, 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 &  
Gymnasium**

06



**Transportation**

07



**Food  
Court Area**

08

## Learning By Doing

### Project & Application-based Learning:

We follow an extensive industry-oriented teaching-learning model to face the challenges in the industry through exceptional teaching and research-oriented programs which helps 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.



**Case  
Studies**



**Group  
Assignments**



**Classroom  
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

The Central Library of the University has a wide range of latest edition books for different subjects of Technology, Management, different fields 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.





**200+ COMPANIES**  
HIRE OUR GRADUATES



## Various Training organized by T&P Cell

- 

from BYJU's via campus placement

**थब्दों में क्या नहीं कर सकती खुशी**  
 छात्रों ने कहा कि अभी-अभी उन्होंने इंजुलान पास किया, जेजुलान पास करने के साथ ही 10 लाख रुपये के फेजियन पर बीकानेर मिलान एक सप्ताह के जेसा है, उन्होंने इसका भेद अरका जैन मुनिजीजी के प्रकाशन को दिया, साथ ही कहा कि जिस प्रकर में उन्होंने मे विद्यापीठ का कबीर केंद्र बनने, उसी का मौजिदा है जिस ज्ञान सानावर धरेसने है हजि।

# VIBRANT CAMPUS LIFE@AJU







“ There’s always something amazing happening at AJU. Whether it’s on campus or around the country; our students, faculty, staff and alumni are out there seizing the day. ”



# 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 allow you to learn at your own pace from the comfort of your home or University Campus. More over, the courses conclude 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 spectrum of 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



# Learn from the Best, Accomplish Further



**RANKED 5**

**AMONG TOP 15  
EMERGING UNIVERSITY  
CATEGORY**



**Outlook**  
**ICARE RANKING  
2022**



ARKA JAIN University  
**Ranked Overall 14th** in the  
Top-100 Engineering Survey 2022 by  
Higher Education Review Magazine.



ARKA JAIN University  
**Ranked Overall 15th** in the  
Top-100 Beyond IIMs B-School Survey 2022  
by Higher Education Review Magazine.



ARKA JAIN University  
**Ranked 10th** (Top Private MBA  
Institutions - East Zone Category) in the  
OUTLOOK- ICARE India MBA Rankings 2023



ARKA JAIN University **Ranked 36th**  
(Private University - Constituent  
Colleges Category) in the  
OUTLOOK- ICARE India MBA Rankings 2023



ARKA JAIN University  
**Ranked 87th** (Top Private MBA  
Institutions Category) in the  
OUTLOOK- ICARE India MBA Rankings 2023



An ISO 21001:2018 Certified  
**"Educational Organization  
Management System"** University

## GET SPORTSPERSONIFIED!

ARKA JAIN University is at the forefront with regard to encouraging its students to participate in sports events, both in the University and outside. For this, the university provides every possible support. The students have made us proud by participating and winning many inter-university sports competitions at state and even national levels. Some of them have represented the state of Jharkhand in such categories as U-19 table tennis and cricket, that too in the female category.

The University offers scholarships during admission based on performance in sports as well as helps athletes who compete at state, national or international levels.

Runbhoomi, the annual sports meet witnesses outstanding performances from all the Schools of the university in various indoor and outdoor sporting events. Runbhoomi 2022 was organized as per the Fit India initiative of Government of India.



## 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



# MAKE TACTICAL CAREER MOVES

With us

PG (MBA)  
HIGHEST PACKAGE

**9 LPA**

UG(BBA/BCOM/BCA/BA)  
HIGHEST PACKAGE

**10 LPA**

B.OPTOMETRY  
HIGHEST PACKAGE

**3 LPA**

HIGHEST PACKAGE

PG (MCA)  
HIGHEST PACKAGE

**4 LPA**

B.TECH  
HIGHEST PACKAGE

**5.58 LPA**

DIPLOMA  
HIGHEST PACKAGE

**4.8 LPA**

**10 LPA**

AVERAGE PACKAGE

**4.5 LPA**



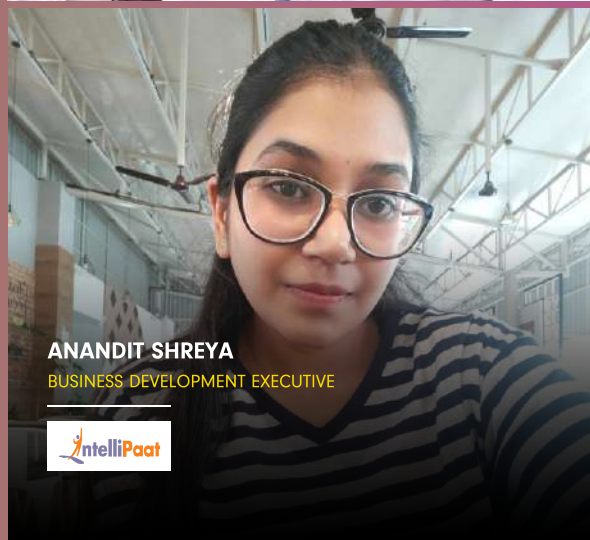
**HARSHIT KUMAR SHARMA**  
SYSTEM ASSOCIATE



**ANKIT PRASAD**  
INDUSTRIAL ENGINEER



**ABHISHEK TIRUNAGRI**  
ASSOCIATE



**ANANDIT SHREYA**  
BUSINESS DEVELOPMENT EXECUTIVE





SCAN FOR WEBSITE



# Admission Process

## OFFLINE MODE

- Collect the Application Form and prospectus In-person by paying (General Category: Rs. 1000/-) & (SC/ST Category: Rs. 500/-) at the Admission Office.
- (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 the fees

## ONLINE MODE

- Fill online form on our website [www.arkajainuniversity.ac.in](http://www.arkajainuniversity.ac.in) and Pay (General Category: Rs. 1000/-) & (SC/ST Category: Rs. 500/-) 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: [admission@arkajainuniversity.ac.in](mailto:admission@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