



ARKA JAIN
University
Jharkhand



3+1 Years

B.A.

English · Journalism & Mass
Communication · Fashion Design
(Available as General, Honours &
Honours with Research)

AS PER NEP 2020

2-year

M.A.

Journalism & Mass
Communication

**SCHOOL OF
HUMANITIES**

**APPLY FOR
AJUCET 2025**



Join Us
ON YOUR JOURNEY

To Success!



ABOUT

ARKA JAIN UNIVERSITY

ARKA JAIN University was established in the year 2017 by the Jharkhand State Legislature under "The ARKA JAIN University Act" and is recognized by UGC.

Located in the tribal district Seraikela-Kharsawan, it is the first state private university in the Kolhan region (comprising of three districts) of the state.

Accredited with NAAC 'A' Grade in the first cycle, the first state private university in Bihar, Jharkhand and West Bengal to have this distinction.

The University has its root in the prestigious JAIN Group of Institutions, Bengaluru which has 77-plus educational institutions under its fold.

It is mentored by JAIN (Deemed-to-Be-University), Bengaluru, a NAAC A++ and NIRF Top-100 HEI.

The university has the necessary affiliations, recognitions and memberships from different bodies such as **AICTE, BCI, PCI, OCI, INC, JNRC, AIU, ASCO.**

1

ILLUSTRIOUS LEGACY

ARKA JAIN University is part of the famed JAIN Group of Institutions, Bengaluru and mentored by JAIN (Deemed-to-be-University), Bengaluru

2

WHAT EMBODIES OUR IDENTITY

NAAC-A Grade Accreditation, Academic Excellence, Diverse Program Options, Industry-ready Graduates – We have'em All!

3

NAAC A GRADE

Accredited with A Grade by NAAC in the first cycle with a CGPA Score of 3.15 / 4.0

4

52ND BEST PRIVATE UNIVERSITY IN INDIA

in the India Today-MDRA Best Universities 2024 Rankings!

5

38TH BEST PRIVATE UNIVERSITY IN INDIA

in the latest THE WEEK-Hansa Research Best Universities Survey 2025

6

ISO-CERTIFIED

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

7

AIU MEMBER

Member of Association of Indian Universities

8

60+ MOUS

Learn from the best, network with the brightest

9

Robust Campus Recruitment

₹ 23 LPA Highest Package, 2500+ Placements and 500+ Companies visited till date

How the Year UNFOLDS AT ARKA JAIN UNIVERSITY

1.

Beginning of Odd Semester Classes for the Non-First-Year Students



3.

AARAMBH (Welcome Day Function for First-year Students)

2.

Induction-cum-Orientation Program and Beginning of Classes for First-year Students



4.

ROO-B-ROO (Fresher's Function for First-year Students)

17.

JAIN Premier League (Inter-school Annual T-20 Cricket Tournament)



5.

Mid-Term Examination for the Non-First-Year Students



18.

End-term Examination (First Year)

16.

Beginning of Even Semester Classes (Except First Year)

24.

Mid-Term Examination for the First-Year Students



23.

SAMVAAD – Parent-Teacher Meet



22.

HOLI INVASION (Annual Pre-Holi Bash)



25.

Mentor-Mentee Meeting

26.

RUKHSAT (Farewell to Final Year Students)

6. Gandhi/ Shastri Jayanti
-cum-Navotsav Celebration Week



7. Mentor-Mentee Meeting



10. Odd Semester
Feedback to be given
by Students



12. Odd Semester
End-term Examination
(Except First Year)

8. ROSHNI (Annual
Celebration of Light)

9. SAMVAAD –
Parent-Teacher Meet

11. Mid-Term Examination
for the First-Year Students

15. CARVAAN (Annual Excursion Tour)



13. AAGAAZ (Annual Cultural Fest)



14. RUNBHOOMI (Annual Sports Meet)

21. Mid-Term Examination
for the Non-First-Year Students



19. SHIKHAR (The Annual
Entrepreneurial Conclave)

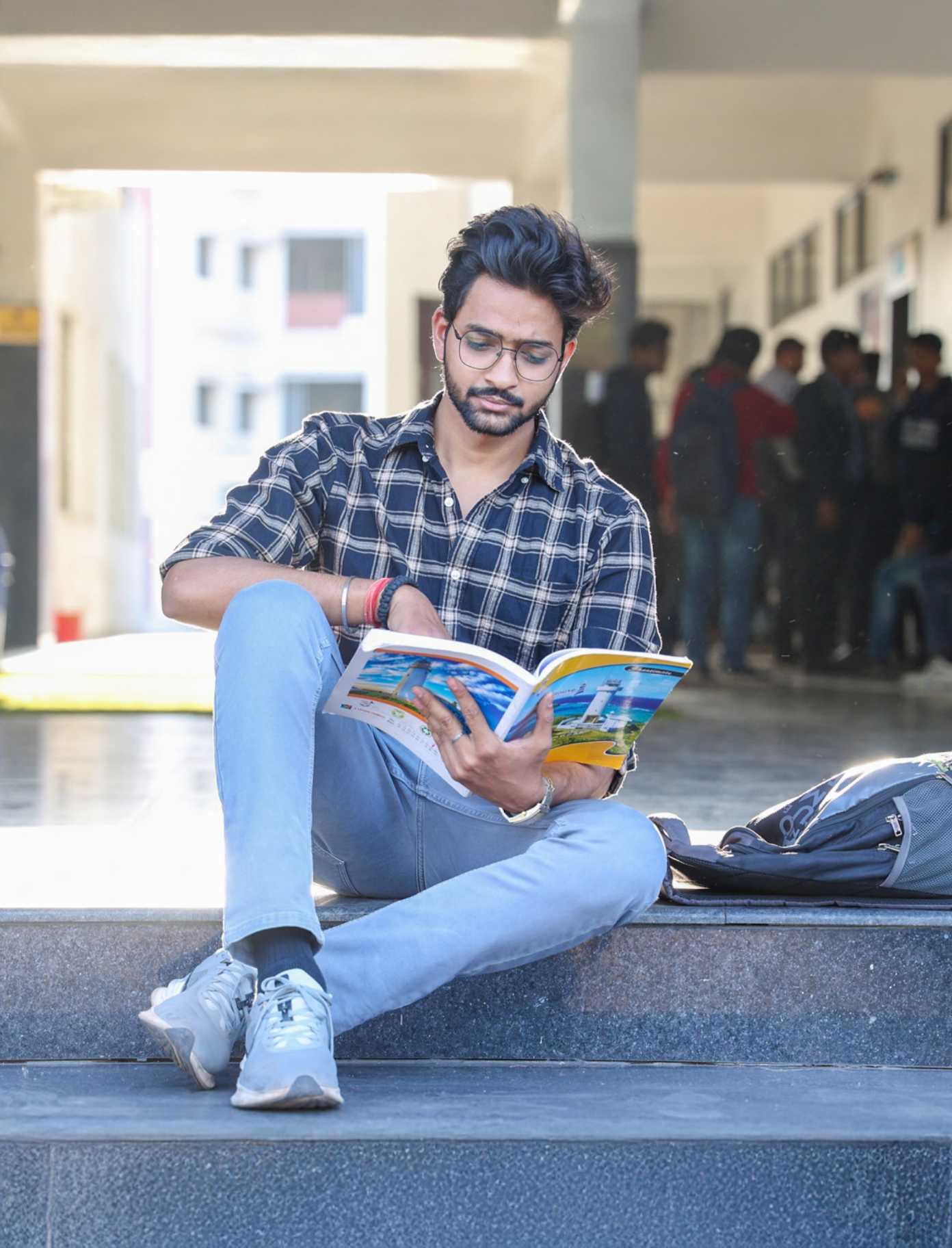
20. Beginning of Even Semester
Classes (First Year)

28. Even Semester End-term
Examination (First Year)



27. Even Semester End-term
Examination (Except First Year)

A Walk, Through Time





REASONS TO BE A PART OF **ARKA JAIN UNIVERSITY**

- 1 First NAAC 'A' Grade Accredited State Private University (in the First Cycle) in Bihar, Jharkhand & West Bengal.
- 2 Part of the JAIN Group of Institutions, Bengaluru; Mentored by NAAC A++ and NIRF-Top 100 JAIN (Deemed-to-be-University), Bengaluru
- 3 Member - Association of Indian Universities (AIU)
- 4 60+ MOUs (International & National) with Corporate and Academic Partners
- 5 ISO 21001:2018 Certified "Educational Organization Management System" University

SCHOOL OF HUMANITIES

Though rooted in ancient tradition, the field of arts and humanities has continually evolved—embracing modern ideas, responding to global shifts, and adapting to the digital age. The School of Humanities at ARKA JAIN University is a reflection of this dynamic transformation.

We equip students with critical, conceptual, and theoretical tools to understand and interpret the complexities of our cultural, political, and social world. From classroom learning to immersive engagements with experts, artists, and field practitioners, students are exposed to a variety of interdisciplinary and trans-disciplinary approaches.

The school encourages learners to question, create, and critically reflect—developing their own perspectives while responding to the evolving narratives of the world around them. Creative thinking, analytical inquiry, and ethical responsibility form the core of our academic environment.

PROGRAMS OFFERED:

UNDERGRADUATE PROGRAMS IN:

- English
- Journalism & Mass Communication
- Fashion Design

POSTGRADUATE PROGRAM IN:

- Journalism & Mass Communication

With a commitment to both academic excellence and creative freedom, the School of Humanities is a platform where ideas meet expression, and students grow into thoughtful professionals and socially aware individuals.





ELIGIBILITY

- Eligibility for Undergraduate Programs (Journalism & Mass Communication, English and Fashion Design): Candidate should have passed Senior Secondary Examination (10 + 2) from any recognized Board and should have a valid score card of the entrance exam conducted by the university AJU-Combined Entrance Test (AJUCET) or Common University Entrance Test (CUET) by National Testing Agency (NTA).
 - Duration: 3+1 Years I 6+2 Semesters
 - 3+1 Years
 - BA English I BA English (Honours/ Honours with Research)
 - BA Fashion Design I BA Fashion Design (Honours)
 - BA Journalism & Mass Communication I BA Journalism & Mass Communication (Honours/ Honours with Research)
 - As Per NEP 2020
 - Designed in alignment with the Four-Year Undergraduate Program (FYUGP) framework as outlined in the National Education Policy (NEP) 2020.
 - Tailor your academic experience over 3+1 years while acquiring relevant skills and knowledge.
 - Students can exit after 3 years with a BA Degree
 - 4th Year is optional, leading to BA (Honours / Honours with Research) Degree
 - After 4 years, students may go for 1-year master's degree (Lateral Entry)
-
- Eligibility for Postgraduate Program (MA in Journalism and Mass Communication): Passed Bachelor's Degree (10+2+3 Pattern) or equivalent in the relevant field. Should have a valid score card of the entrance exam conducted by the university AJU-Combined Entrance Test (AJUCET).
 - Duration: 2 Years I 4 Semesters





DEPARTMENT OF ENGLISH

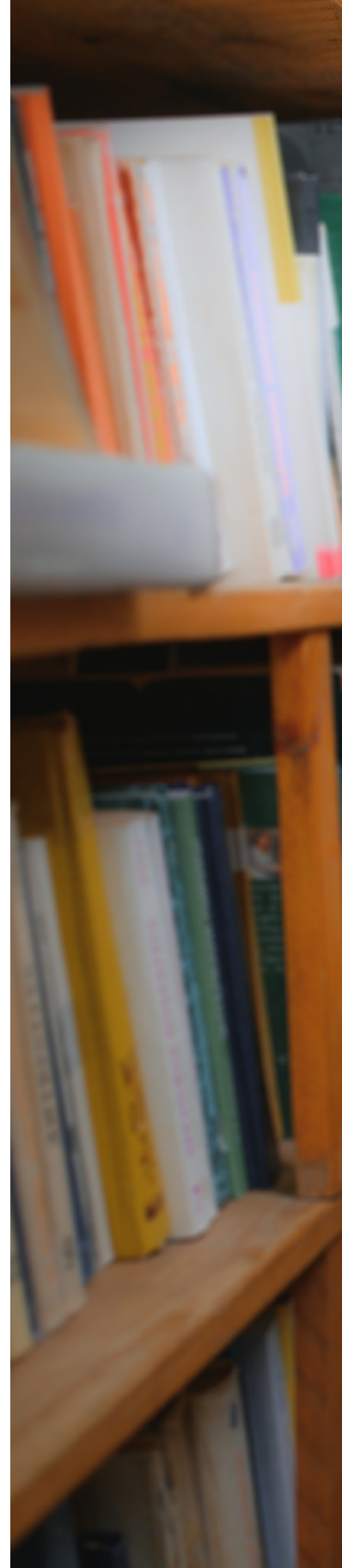
■ BA IN ENGLISH | BA IN ENGLISH (HONOURS/ HONOURS WITH RESEARCH)

OBJECTIVES OF THE DEPARTMENT OF ENGLISH

- To provide quality education in English language and literature through creative and critical learning.
- To promote research and innovative literary practices at regional and global levels.
- To nurture creativity, critical thinking, linguistic proficiency, and analytical skills for careers in teaching, writing, media, publishing, and communication.
- To blend global academic standards with regional and cultural values, using innovative pedagogies and digital tools.
- To foster appreciation of literary traditions, languages, and cultures across local and global contexts.
- To encourage a multidisciplinary approach, integrating English with media, translation, creative writing, and soft skills development.
- To prepare students for professional and academic excellence, empowering them to shape the role of language and literature in society and culture.

WHY PURSUE ENGLISH FROM AJU?

- **INDUSTRY-ALIGNED CURRICULUM** : Contemporary program meeting academic and industry needs
- **EXPERT FACULTY** : Accomplished educators with strong academic and research backgrounds
- **MODERN INFRASTRUCTURE** : Well-equipped classrooms and rich literary resources
- **PROFESSIONAL EXPOSURE** : Workshops, seminars, and masterclasses with leading industry professionals
- **REAL-WORLD ENGAGEMENT** : Content development projects, industry collaborations, and field visits
- **CAREER SUPPORT** : Robust placement and career guidance for diverse professional paths
- **ACADEMIC & INDUSTRY COLLABORATIONS** : Partnerships for enriched learning and placement opportunities
- **ARKA LITERARY CLUB** : A vibrant hub fostering literary expression, with the flagship ARKA Literary Fest
- **AJU TOASTMASTERS INTERNATIONAL** : A US-based public speaking platform enhancing communication and leadership skills





ABOUT THE PROGRAM

The BA in English program at ARKA JAIN University offers students a rich blend of literary studies, language proficiency, and critical thinking—essential for success in today's global, interdisciplinary world.

Designed for those passionate about literature, writing, and communication, the program balances classical and contemporary literature, creative writing, linguistics, and media studies.

Students also explore translation, public speaking, and content development, preparing them for diverse careers such as writers, editors, teachers, corporate communicators, and journalists.

With strong industry exposure, experiential learning through the ARKA Literary Club and AJU Toastmasters International, and mentorship from experts, graduates are equipped to thrive in the dynamic world of language, literature, and communication.

CAREER PROSPECTS

- | | |
|---|--|
| ■ Content Writer / Copywriter | ■ Translator / Interpreter |
| ■ Editor / Sub-Editor (Publishing, Media, Digital) | ■ Language Trainer / Soft Skills Trainer |
| ■ Creative Writer (Fiction, Non-Fiction, Poetry, Screenwriting) | ■ Academic Researcher / Scholar |
| ■ Journalist (Print, TV, Digital Media) | ■ Lecturer / Teacher (English Language & Literature) |
| ■ Public Relations (PR) Executive | ■ Blogger / Influencer (Lifestyle, Books, Language, Culture) |
| ■ Corporate Communication Professional | ■ Communication Consultant |
| ■ Social Media Content Creator / Manager | ■ Copy Editor / Proof-reader |
| ■ Script Writer / Dialogue Writer (Film, TV, Theatre, OTT) | ■ Media Content Developer |
| ■ Technical Writer | |

ARKA LITERARY CLUB: WORDS, WIT, AND WONDER

The ARKA Literary Club, nurtured by the Department of English, serves as a vibrant platform for students who value the power and beauty of literature. It is a creative space where young minds can express, explore, and engage with the literary world.

The club's flagship event, the ARKA Literary Fest, draws enthusiastic participation from students across various schools of the city, celebrating the rich tapestry of literary expression.





ANTIQUITAS – ARKA LITERARY FEST

Activities : The ARKA Literary Club offers students an excellent forum for self-expression, cultural exchange, and creative exploration. Activities include:

- Poetry readings
- Debates
- Extempore speeches
- Literary quizzes & crossword games
- Book reviews
- Play enactments
- Classical film screenings

Through these events, the club not only nurtures literary talent but also fosters a deeper appreciation for language, culture, and the art of storytelling.

TOASTMASTERS INTERNATIONAL

The Department of English proudly spearheads the AJU Chapter of Toastmasters International, fostering public speaking excellence among students from all disciplines across the university.

AJU has successfully hosted numerous regional Toastmasters gatherings, providing a dynamic platform for students, faculty, and non-teaching staff to hone and showcase their oratory and leadership skills.



AJU students have consistently excelled in this arena, bringing home accolades at regional, national, and international Toastmasters events, and reinforcing the university's commitment to cultivating confident, articulate, and impactful communicators.



EVALUATING SPEECH CONTEST ORGANISED BY AJU TOASTMASTERS CLUB



GRAVITAS PRESENTED BY DIVISION G, AJU TOASTMASTERS CLUB

PROGRAM STRUCTURE

- The BA English | BA English (Honours/ Honours with Research) Program consists of 6+2* Semesters.
- Student has the option to graduate with BA English degree after Six Semesters
- *7th and 8th Semesters are optional, leading to BA English (Honours / Honours with Research) Degree.

SEMESTER I

Indian Classical Literature
European Classical Literature
History of English Language
Visual Design and Communication
Hindi / Equivalent Course from Swayam or Moocs
Yoga and Holistic Wellness

SEMESTER II

British Poetry I: 14th to Late 18th Century
British Drama 1: 15th to 18th Century
American Literature
Indian Knowledge System
Environmental Studies
English Grammar and Public Speaking

SEMESTER III

British Fiction: 18th and 19th Century
British Poetry II: 18th to Late 20th Century
Indian Writing in English I
Social Entrepreneurship
Film Studies and Appreciation
Universal Human Values and Professional Ethics

SEMESTER IV

British Drama II: Early 20th Century to Early 21st Century
British Fiction II: 20th Century Novel and Short Story
Women's Writing
Gender and Human Rights
Community Engagement and Social Services
Fundamentals of Computer

SEMESTER V

Modern Indian Writing in English Translations
Literary Theories
Internship
Elemental Linguistics
Introduction to Human Resource Management
Personality and Soft Skills Development

SEMESTER VI

Postcolonial Literatures
Partition Literature
Modern European Drama
Children's Writings
Academic Writing

SEMESTER -VIII (HONOURS)

Popular Literature
Afro-American Literature
Translation Studies
Comparative Literature
Disability Literature

SEMESTER VII

World Literature
Research Methodology(for Honours with Research) / Indian Writing in English II(for Honours)
Dalit and Tribal Studies
Diasporic Writings
Educational and Behavioural Psychology

SEMESTER -VIII (HONOURS WITH RESEARCH)

Dissertation
Comparative Literature
Disability Literature

YEAR-ROUND LITERARY PULSE

From Workshops to Celebrations; from Freshers to Farewells, and Many more Events/Activities; Our Department's Calendar Brings Words to Life!



AARAMBH – INDUCTION-ORIENTATION PROGRAM FOR THE NEW STUDENTS



OBSERVING THE BIRTH ANNIVERSARY OF THE GREAT 20TH CENTURY AMERICAN ENGLISH POET PABLO NERUDA.



EDUCATIONAL TRIP: CULTURAL STUDIES AMONGST THE INHABITANTS OF PATAMDA



A VISIT TO TRIBAL AND CULTURAL CENTRE, SONARI



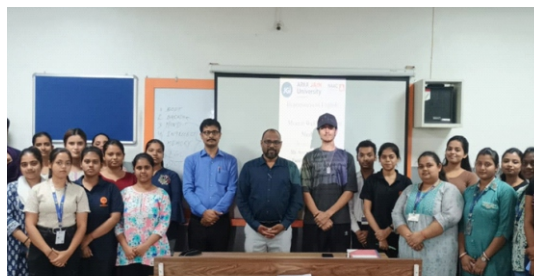
BRING HOME HAPPINESS – A SOCIAL RESPONSIBILITY INITIATIVE



AIKYAM – THE ALUMNI MEET



VISIT TO HARISUNDARPUR VILLAGE, FOR DISTRIBUTION OF WARM CLOTHES AND CAKES ON THE OCCASION OF CHRISTMAS



SESSION ON MENTAL WELL-BEING AND MEDITATION



RUBAROO – WELCOME FUNCTION FOR FRESHERS



NATIONAL CONFERENCE – CRISIS IN THE FIELD OF LITERATURE AND CULTURAL STUDIES



RUKHSAT – FAREWELL TO THE FINAL YEAR STUDENTS



SHAHEED BHAWAN - NEHRU MEASUEM EDUCATIONAL TRIP, IIT KHARAGPUR



STUDENTS PRESENTING THEIR REVIEW PAPERS IN THE INTERNATIONAL INTERDISCIPLINARY CONFERENCE ORGANISED BY MARWARI COLLEGE, RANCHI.



TULSI JAYANTI CELEBRATION



INTERNATIONAL MOTHER LANGUAGE DAY CELEBRATION



STUDENTS PARTICIPATING IN CHHAAP : SERAIKELLA-KHARSAWAN LITERARY FESTIVAL



GUEST LECTURE ON CAREER OPPORTUNITIES IN THE FIELD OF HUMANITIES



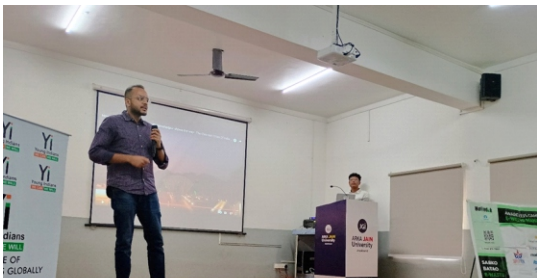
STUDENTS INSIDE THE TATA STEEL JOURNEY GALLERY DURING VISIT TO ITS CENTRE FOR EXCELLENCE



GUEST TALK ON EMPOWERING FUTURE: FINANCIAL LITERACY AND CAREER OPPORTUNITIES IN THE BANKING SECTOR



PARTICIPANTS DURING ESSAY COMPETITION TO OBSERVE CONSTITUTION DAY



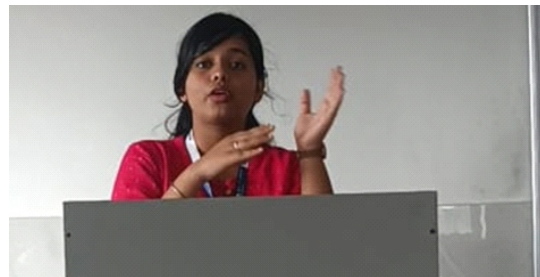
SESSION ON E-WASTE MANAGEMENT



FIVE-DAY WORKSHOP ON 'CRAFTING KNOWLEDGE: APPROACHES TO RESEARCH WRITING IN THE HUMANITIES'



163RD TAGORE JAYANTI CELEBRATION



EXTEMPORE



SEMINAR ON 'ENVIRONMENTAL ISSUES AND SUSTAINABLE DEVELOPMENT'



CELEBRATION OF WORLD HINDI DAY



LIVE STREAMING OF PM'S ADDRESS TO THE FIRST TIME VOTERS ON NATIONAL VOTERS' DAY



ONE-DAY OUTBOUND TRAINING - REDISCOVERING SELF: EXPLORING PERSONA

ACHIEVEMENTS OF ALUMNI AND STUDENTS



SHIKHA SINGH

Batch 2024-27
1st position in Online Speech
Contest 2024-25
Toastmasters International I Division
G I District 124



SATPREET KAUR

Batch 2020-23
Specialist 2
PwC India



ASHI GOYAL

Batch 2017-20
LLB (2021-24)
CS Professional (Final) Aspirant

MOUS THAT MATTER: PAVING THE WAY FOR COLLABORATIVE LEARNING



**NUCLEUS OF LEARNING AND DEVELOPMENT,
VADODARA**



**DR. MADHUKARRAO WASNIK PWS ARTS,
COMMERCE AND SCIENCE COLLEGE NAGPUR,
MAHARASHTRA**



“

Strengthening academic and industry synergy, the Department of English has forged impactful MoUs with leading academic institutions and service providers to enrich learning, research, and professional exposure.

”



ANNESHA MISHRA BATCH 2023-26

Winner - District 124 Humorous Speech Contest, Toastmasters International, spanning across Eastern India, Bhutan & Bangladesh!

Winner of Ensemble Singing Contest of XLRI, Jamshedpur

The first member from Bihar & Jharkhand ever to win a District Contest.



DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

- **BA JOURNALISM & MASS COMMUNICATION I**
BA JOURNALISM & MASS COMMUNICATION
(HONOURS / HONOURS WITH RESEARCH)
- **M A IN JOURNALISM & MASS COMMUNICATION**

OBJECTIVES OF THE DEPARTMENT

- To impart fundamental knowledge of the discipline to promote quality and liberal media education.
- To enhance communication and media studies and specialized media practices in the region.
- To inculcate creativity, art and skills among youth to prepare and produce skilled media professionals in the fields of Journalism & Mass Communication.
- To set global standards with regional values for media education, research, extension and training, via state-of-the-art technology.
- To enhance media literacy and promote traditional folk media practices among the tribal population.
- To promote multidisciplinary approach through curricular, co-curricular, and extra-curricular activities
- To lead students to excellence for understanding the role of mass media in the society and nation building.

WHY PURSUE JOURNALISM & MASS COMM. @ AJU ?

- **Industry-Aligned Curriculum:** Contemporary and customized media program designed to meet evolving industry needs
- **Expert and Experienced Faculty:** Passionate, experienced, and academically strong educators
- **Cutting-Edge Infrastructure:** Dedicated Apple iMac Video Editing Studio for hands-on learning
- **Professional Exposure:** Micro seminars and guest sessions with leading media professionals and experts
- **Real-World Engagement:** Ongoing industry interface through internships, projects, and field visits
- **Career Support :** Strong placement assistance and career guidance for aspiring media professionals
- Well-furnished departmental digital media library
- **Dedicated newsletter 'THE IMPRESSION', Campus TV** (AJU TV – YouTube Channel), **Campus Radio** (AJU Radio Tarang – Podcast Channel)
- **Tie ups with leading media partners & outlets** for enhanced learning experience, training and placement support



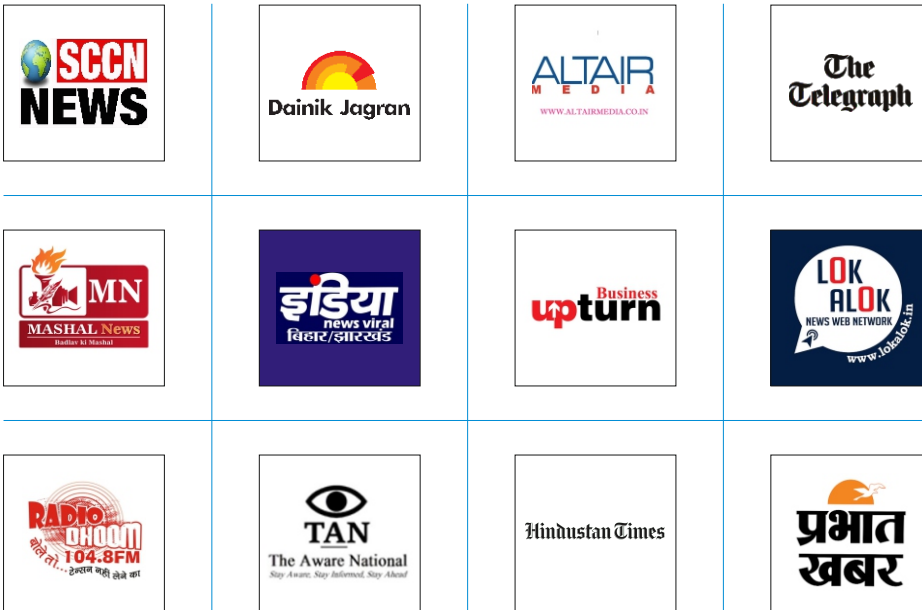


VALUE ADDED COURSES

- Corporate Communication and Globalization
- New Media and ICT
- Communication and Soft Skills
- Film and Cultural Studies
- Audio-Visual Communication
- Design and Editing
- Multimedia Production

COLLABORATIVE LEARNING THAT INSPIRES

Engage in meaningful learning experiences and gain real-world insights through interactions with renowned industry professionals thanks to our tie-ups with leading media partners



WISDOM IN ACTION

INDUSTRY EXPERTS SHARE INSIGHTS WITH BUDDING MEDIA PROFESSIONALS

ABOUT THE UNDERGRADUATE PROGRAM

The BA program in Journalism and Mass Communication at ARKA JAIN University is designed to provide students with contemporary media training and immersive, hands-on industry exposure across major media platforms. The program blends strong theoretical foundations with applied learning and professional mentorship to prepare students for dynamic careers in print and broadcast journalism, digital media, media management, content strategy, and more.

With a curriculum grounded in media research, communication theory, and creative industry practices, students gain the analytical, technical, and storytelling skills needed in today's fast-evolving media landscape.

Our strong industry connections with leading national and regional media houses, coupled with impactful internships, enable students to build real-world experience and achieve a strong placement and research track record.



NEERAJ MISHRA
NEWS EDITOR
Amar Ujala



ASHOK PRADHAN
BUREAU CHIEF
Times of India



RJ MANOJ
RADIO JOCKEY
Radio City



ROHAN PTOLEY
CREATIVE DIRECTOR
Raisoni Education



JYOTI MISHRA
SPECIAL ANCHOR CORRESPONDENT
Times Now – Nav Bharat



VIDYOTTAMA P SHARMA
FOUNDER & CEO
Only Women



MAYANK SHEKHAR
ENTERTAINMENT HEAD
Mid-Day, Newspaper



AVINASH DHAYANI
ACTOR
(Indian Film Industry)



SRIRAM DALTON
FILMMAKER



CHANDAN SINGH
NEWS ANCHOR
ZEE News



PANKAJ JHA
ACTOR AND PAINTER



MANOJ GUPTA
SENIOR EXECUTIVE PRODUCER
WION

PROGRAM STRUCTURE

- The BA Journalism & Mass Communication | BA Journalism & Mass Communication (Honours/ Honours with Research) Program consists of 6+2* Semesters.
- Student has the option to graduate with BA Journalism & Mass Communication degree after Six Semesters
- *7th and 8th Semesters are optional, leading to BA Journalism & Mass Communication (Honours / Honours with Research) Degree.

SEMESTER I

Introduction to Communication
News Reporting and Writing
Photo Journalism
Visual Design and Communication
Hindi (OR any Equivalent Course from SWAYAM/MOOCs)
Yoga and Holistic Wellness

SEMESTER II

Introduction to Photography
History of Media
Traditional Folk Media
Indian Knowledge System
Environmental Studies
Print Production and Photoshop Techniques

SEMESTER III

Introduction to Film Studies
Media Management and Entrepreneurship
Introduction to New Media
Citizen Journalism
Radio Jockeying and Anchoring
Universal Human Values and Professional Ethics

SEMESTER IV

Introduction to Broadcast Journalism
Video Editing Theory and Practice
Media Laws and Ethics
Gender and Human Rights
Community Engagement and Social Service
Fundamentals of Computer

SEMESTER V

Advertising
Script and Screenplay Writing
Internship
Media, Polity and Democracy
Project – TV Ad Production
Personality and Soft Skills Development

SEMESTER VI

Television Production
Public Relations
AI and Digital Media Technology
Projects- TV News/ Talk Show Production
International Communication

SEMESTER -VIII (HONOURS)

Film Production
Communication for Development
Corporate Communication
Media Psychology
Radio Programme Production

SEMESTER VII

Introduction to Communication Research
Research Methodology (For Hons with Research student) Documentaries and Film Theory (For Hons student)
Communication and Brand Management
Internship
Media Culture and Society

SEMESTER -VIII (HONOURS WITH RESEARCH)

Communication for Development
Dissertation
Media Psychology

OUR DISTINGUISHED ALUMNI: CARVING A NICHE



ANKUR DAS

Media Manager at Manipal Tata Medical College,
Jamshedpur

BATCH 2019-22

Gold Medallist
Assistant Editor/ Editor - Bollywood
Projects - Nadaniyaan, Bhramar, The Slow Train
Pursuing Ph.D. in Communication



MEGHNA DUTTA

BATCH 2017-20

Account Executive
Adfactors PR, Mumbai



CB TULSI PRIYA

BATCH 2018-21

Process Associate
Han Digital Solution, Bengaluru



NAVNEET KAUR

BATCH 2021-24

Copywriter
Brand Monkey, New Delhi



SHREYA BANERJEE

BATCH 2021-24

Translation Specialist
dubpro.ai, NOIDA



VIDISHA PRIYA

BATCH 2018-21

Subject Matter Expert
Moonpreneur Inc, Remote



TUSHAR SINGH

BATCH 2017-20

Content Editor
BrightRays, NOIDA



SUPRAJA MOHANTY

BATCH 2020-23

Correspondent & CXO Writer at
SiliconIndia's 'Women Entrepreneurs
Review' and 'Global Woman
Leader' Magazines
Bengaluru



PRIYANKA DASGUPTA

BATCH 2020-23

Content Executive Adda247,
Remote



SONAL THAKUR

BATCH 2020-23

Program Executive
- ETV Bharat

WHERE CREATIVE EXPRESSION COMES ALIVE

Unleash your artistic potential through photography, filmmaking, video editing, content creation, industry & media house visits and more.

VISIT TO CENTRE FOR EXCELLENCE, TATA ARCHIVE & GEOLOGICAL PARK



TRAINING AND INTERACTIVE SESSION BY RJ PRASOON DURING MEDIA INDUSTRY VISIT TO 104.8 RADIO DHOOM



MEDIA INDUSTRY VISIT TO PRABHAT KHABAR



MEDIA INDUSTRY VISIT TO 'HINDUSTAN MEDIA VENTURES LIMITED



FIVE-DAY WORKSHOP ON AUDIO VISUAL COMMUNICATION TECHNIQUES AND POINT OF VIEW 3.0 PHOTOGRAPHY EXHIBITION



WORKSHOP ON ICT INTEGRATION & AUDIO-VISUAL PRODUCTION TECHNIQUES



THREE-DAY WORKSHOP ON PHOTOGRAPHY & CINEMATOGRAPHY AND PHOTOGRAPHY EXHIBITION - POINT OF VIEW



PHOTO & VIDEO SHOOT, AND EXPLORING THE BEAUTY OF DALMA
WILDLIFE SANCTUARY



ON WORLD TELEVISION DAY, STUDENTS DURING FOUR-DAY SHOOTING OF WEB SERIES UNDER BBC STUDIOS BANNER (MUMBAI) STREAMING ON AMAZON MINI OTT PLATFORM



NEWS REPORTING TRAINING & PRACTICE SESSION DURING JAMSHEDPUR CARNIVAL-2024



MA IN JOURNALISM AND MASS COMMUNICATION

QUICK FACTS

ELIGIBILITY CRITERIA : Passed Bachelor's Degree (10+2+3 Pattern) or equivalent in the relevant field. Should have a valid score card of the entrance exam conducted by the university AJU-Combined Entrance Test (AJUCET).

DURATION: 2 Years | 4 Semesters

ABOUT THE POSTGRADUATE PROGRAM

The MA in Journalism and Mass Communication program at ARKA JAIN University is a future-focused program designed for graduates aiming to deepen their understanding of media, communication, and storytelling in today's fast-paced digital world. It offers a balanced mix of advanced theoretical frameworks and industry-aligned practical training across diverse media formats.

Students engage with cutting-edge concepts in media research, communication theory, content strategy, and the evolving dynamics of digital and broadcast journalism. The program also emphasizes critical thinking, ethical reporting, and creative content production, preparing postgraduates for leadership roles in journalism, media management, digital communication, and public relations.

Strong collaborations with national and regional media organizations, along with structured internship opportunities and project-based learning, ensure students gain hands-on exposure and develop the skills needed to thrive in the competitive media industry.

SPECIALISED COURSES

- New Media and Photojournalism
- Practical Training in Print and Broadcast Journalism
- Training in Advertising and PR
- Corporate Communication
- Script & Screenplay Writing
- Broadcast News Production Training
- Graphic Design & Multimedia Production Training
- Audio and video Editing Training
- Media and Communication Research
- Media Entrepreneurship training
- News packaging for Radio and TV
- Film Production
- Folk Media and Rural Development
- Film Studies and Appreciation





CAREER OPPORTUNITIES AFTER MA PROGRAM IN JOURNALISM & MASS COMMUNICATION

Postgraduates are equipped for mid- to senior-level roles with deeper specialization, critical thinking, and leadership potential:

- Journalist – Print, Electronic & Digital Media
- Broadcast News Producer / Packager
- TV & Radio Program Producer
- News Anchor / Radio Jockey
- Video & Audio Editor
- Cinematographer
- Scriptwriter / Screenplay Writer
- Photographer / Photojournalist
- Film Production & Direction
- Content Editor / Content Manager
- Public Relations Professional
- Corporate Communication Executive
- Independent Filmmaker – Director, Producer, Editor
- Folk Media Artist
- Studio Manager
- Media Researcher

MA graduates often move into strategic, creative, or academic domains with enhanced research & production capabilities.

PROGRAM STRUCTURE

MA JOURNALISM & MASS COMMUNICATION

SEMESTER I

Communication Models and Theories
New Media and Photo Journalism
Writing and Editing for Print Media
Folk Media and Rural Development

SEMESTER II

Script and Screenplay Writing
Broadcast Journalism
Media Laws and Human Rights
Audio and Video Editing Skills

SEMESTER III

Film Studies and Appreciation
Documentary and Film Production
Media Management and Entrepreneurship
Internship

SEMESTER IV

Radio and Television Production/ Advertising and Public Relations
Media Research and Methodology
Media Culture and Society/ Graphic Design and Multimedia Production
Dissertation



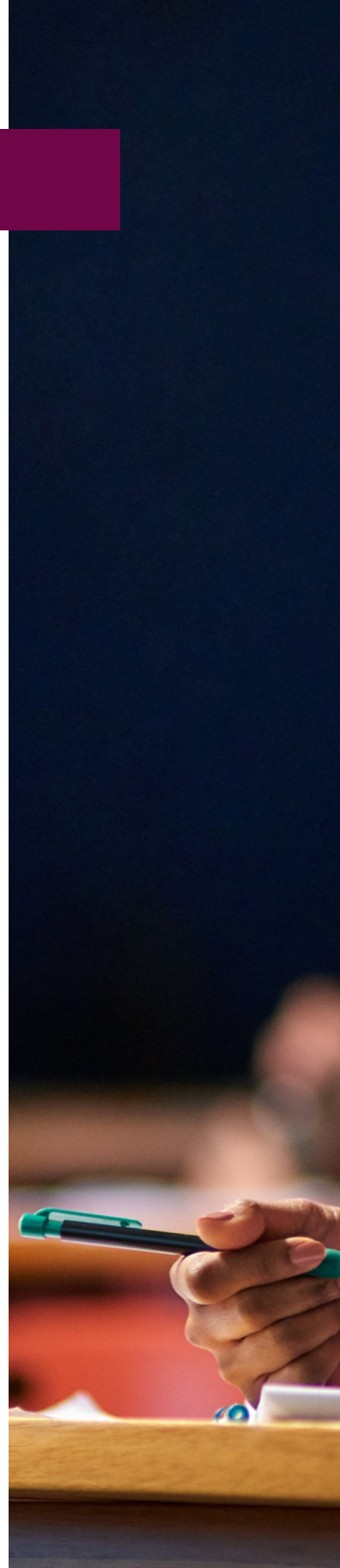
BA IN FASHION DESIGN I BA IN FASHION DESIGN (HONOURS)

OBJECTIVES OF THE DEPARTMENT OF FASHION DESIGN

- To impart quality education in fashion, fostering creativity, innovation, and technical skills.
- To promote fashion research, specialized practices, and industry collaborations at regional and global levels.
- To nurture skilled professionals in Fashion Design, Textiles, Styling, and Merchandising.
- To integrate traditional crafts with modern design, promoting sustainability and cultural awareness.
- To encourage a multidisciplinary approach, blending fashion with technology, entrepreneurship, and market trends.
- To prepare students for professional excellence, shaping their understanding of fashion's role in society and culture.

WHY PURSUE FASHION DESIGN FROM AJU ?

- Industry-Focused Curriculum aligned with evolving fashion trends
- Expert Faculty with academic and industry expertise
- State-of-the-Art Labs for hands-on creative exploration
- Professional Exposure through workshops, masterclasses, and industry mentorship
- Real-World Engagement via internships, live projects, fashion shows, and industry visits
- Robust Career Support with strong placement assistance
- Design Showcases through fashion shows and exhibitions with MoU and industry partners
- Industry Collaborations for enhanced training and learning
- **Design Hive** – In-house brand enabling students to create and market collections
- Integrated Project Presentations fostering professional learning and industry-readiness





ABOUT THE PROGRAM

Fashion is a dynamic, ever-evolving industry that offers endless opportunities for creativity, innovation, and self-expression. The BA in Fashion Design at ARKA JAIN University is designed for students passionate about style, aesthetics, and originality, and who aspire to build thriving careers in the fashion industry. The curriculum balances creative thinking, technical proficiency, and business insight, with hands-on learning in fashion illustration, garment construction, textile science, digital design, and merchandising. Students gain industry-ready skills through exposure to market trends, sustainability practices, and global fashion dynamics, preparing them for diverse roles such as fashion designers, merchandisers, stylists, entrepreneurs, and more. With strong industry partnerships, internships, workshops, and expert mentorship, the program ensures graduates are ready to excel in today's competitive fashion landscape.

CAREER PROSPECTS

- Fashion Designer (Apparel, Accessories, Footwear)
- Fashion Illustrator / Visual Designer
- Fashion Stylist (Editorial, Commercial, Celebrity)
- Textile Designer
- Fashion Merchandiser
- Product Developer
- Fashion Entrepreneur / Boutique Owner
- Costume Designer (Film, TV, Theatre)
- Fashion Buyer
- Trend Forecaster
- Fashion Blogger / Influencer
- Fashion Consultant / Image Consultant
- Visual Merchandiser
- Fashion Content Creator / Editor

DESIGN HIVE – MORE THAN AN IN-HOUSE BRAND, IT'S A LAUNCHPAD

Design Hive is more than just an in-house brand — it is a creative launchpad for aspiring fashion designers. It empowers students to design, manufacture, and market their own fashion products, providing them with real-world industry experience and valuable insights into market dynamics.

Through this platform, students not only showcase their creativity but also develop essential skills in entrepreneurship, branding, and retail. Sustainable design practices are at the core of Design Hive, encouraging students to adopt and promote eco-friendly approaches in their work and daily life.





JUTE / ORGANIC COLLECTION



DECONSTRUCTED DRESS



UPCYCLING DENIM TO CREATE LIFESTYLE PRODUCTS



PAINTED LOCAL ARTFORMS

PROGRAM STRUCTURE

- The BA Fashion Design | BA Fashion Design (Honours) Program consists of 6+2* Semesters.
- Student has the option to graduate with BA Fashion Design degree after Six Semesters
- *7th and 8th Semesters are optional, leading to BA Fashion Design (Honours) Degree.

SEMESTER I

Elements and Principles Of Design
Apparel Construction 1
Fabric Study and Garment Manufacturing
Visual Design and Communication
Hindi / Equivalent Course From Swayam / MOOC or Any Other Course From UGC Recognized Platform
Yoga and Holistic Wellness

SEMESTER -V

Apparel Construction V
Fashion Styling
Sustainable Design
Art Appreciation
Design Internship (1-3 Months)

SEMESTER II

Fashion Illustration I
Apparel Construction II
Surface Ornamentation
Indian Knowledge System
Environmental Studies
Design Thinking and Innovation

SEMESTER -VI

Fashion Accessories
Portfolio and Design Collection
Fashion History
Fashion Forecasting
Apparel Sourcing and Costing
Indian Embroideries

SEMESTER III

Fashion Illustration II
Apparel Construction III
Design Software Training I
Brand And Fashion Management
AI in Fashion and Design
Universal Human Values and Professional Ethics

SEMESTER -VII

Visual Merchandising
Design Research
Menswear Development
Intellectual Property Right in Design
Craft Documentation Project

SEMESTER -IV

Fashion Illustration III
Apparel Construction IV
Design Software Training II
Gender and Human Rights
Community Engagement and Social Service
Fundamentals of Computer

SEMESTER -VIII (HONOURS)

Fashion Retail and Boutique Management
Home Textiles and Fashion
Fashion Communication
Creative Pattern Making and Draping
Design Project (3 Months) - Hons

AJU FASHION FORWARD

A CELEBRATION OF STYLE, SUSTAINABILITY & CREATIVE VISION

Step into a world where tradition meets innovation, and fashion becomes a force for change. Held at the iconic United Club, Jamshedpur, AJU Fashion Forward 2025 reimagines the runway as a canvas for bold ideas, cultural pride, and sustainable design.

From the majestic Durbar Hall staircase transformed into an elegant ramp, to thought-provoking collections by emerging student designers, this evening is a showcase of imagination, purpose, and progress. Graced by industry leaders, creative pioneers, and visionary thinkers, the event highlights the power of fashion to empower, uplift, and transform.

THIS IS THE FUTURE OF FASHION—ROOTED IN RESPONSIBILITY, DRIVEN BY INNOVATION, AND INSPIRED BY THE LIMITLESS CREATIVITY OF THE NEXT GENERATION.



GLIMPSES OF FASHION FORWARD 2025

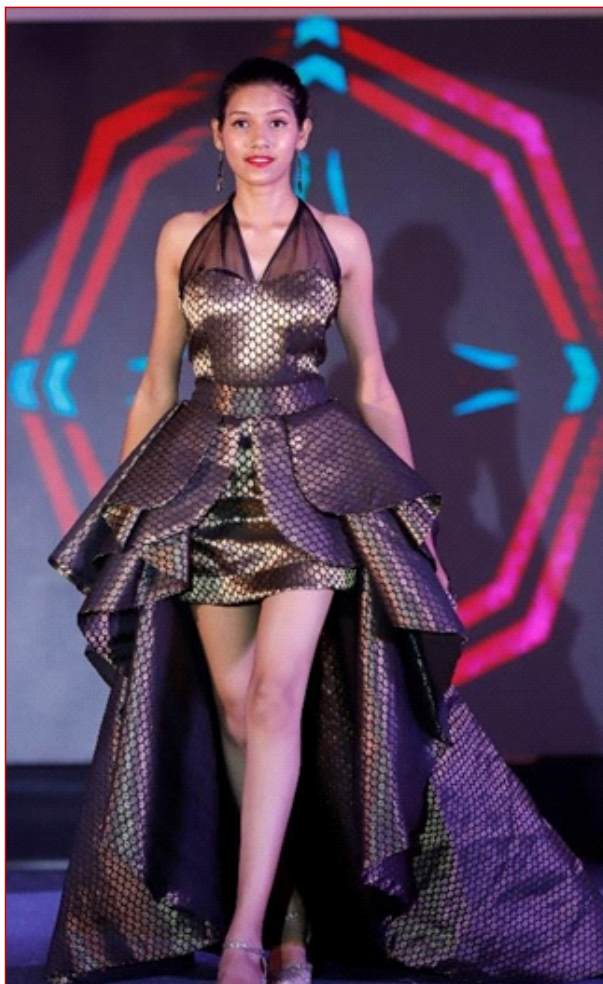




GLIMPSES OF FASHION FORWARD 2024



THEME - DIAPHANOUS ELEGANCE "SOFT GIRL"



THEME : INDIAN TEXTILES



THEME - TRANSFORMATION



THEME : GAMING



THEME : SAREE REDEFINED

SILAI KI PADHAI

STITCHING TRAINING PROGRAM IN ASSOCIATION WITH TATA STEEL FOUNDATION GAMHARIA

The department successfully initiated a 42-day stitching and skill development program aimed at empowering tribal women and preparing them for future opportunities. The comprehensive training covered key areas such as machine handling, pattern making, stitching, embroidery, and various other essential techniques, enabling participants to build practical skills and enhance their employability in the fashion and textile industry.



INTEGRATED TERM PROJECT PRESENTATIONS

An engaging series of Integrated Term Project Presentations, where Fashion Design students showcased the depth of their academic inquiry and practical understanding. Each student was allotted 10–15 minutes to present their project—clearly articulating the problem statement, methodology, proposed solutions, and final outcomes—supported by thoughtfully curated visual boards that enhanced their storytelling and design narrative.



MORE THAN A DEGREE — AN EXPERIENCE.

At ARKA JAIN University, industry partnerships go beyond the classroom, opening doors to a wide range of exclusive learning opportunities. Through live projects, hands-on internships, industry mentorship, and collaborative workshops, students gain valuable real-world exposure and build connections that often translate into potential job offers and career advancement. This immersive approach at Department of Fashion Design ensures that graduates are industry-ready and equipped to thrive in the competitive world of fashion.



PROJECTS UNDER MOU - IN COLLABORATION WITH SWACCHATA PUKARE - TEDX BISTUPUR



BACKDROP DESIGN - A TRIBUTE TO JAMSHEDJI TATA WITH PATCHWORK, KANTHA EMBROIDERY & CORDING ON FABRIC

DESIGN EXHIBIT



**PROJECTS UNDER MOU - IN COLLABORATION WITH KALAMANDIR
SAKSHAM SHG FEDERATION**



EVENT - KHADI AWARENESS IN THE CITY



SIGNING OF MOU WITH IMPCA SERVICES PVT. LTD. (ADIVASI.ORG)



AS PART OF THIS MOU, PRODUCTS OF DESIGN HIVE ARE MADE AVAILABLE FOR SALE



RUKHSAT – BATCH OF 2022



FD EVENTS - GLIMPSES FROM INDUSTRY VISIT TO KRITIKA SINGH DESIGN STUDIO



SNEHA, NAHIDA AND GULISTAN (BATCH 2021-24) WON THE GOLD MEDAL IN THE POSTER MAKING COMPETITION AT THE JMA MANAGEMENT OLYMPIAD HELD AT THE CENTRE OF EXCELLENCE IN JAMSHEDPUR



FDP ON PROFESSIONAL GROOMING. UNVEILING OF READY TO WEAR - 2 MINUTE SAREE



**KHADI FASHION SHOW AND DESIGN HIVE X KALAMANDIR
(MOU PARTNER) MERCHANDISE STALL AT LITTLE FLOWER SCHOOL, TELCO**



VISIT TO JAMILA WOMEN CENTRE, MANGO



3-DAY 'CRAFT DEMONSTRATION CUM AWARENESS PROGRAM IN ASSOCIATION WITH THE MINISTRY OF TEXTILES, GOVERNMENT OF INDIA



CROCHET WORKSHOP. RESOURCE PERSON, A SELF-MADE ENTREPRENEUR AND AN XLRI ALUMNUS MS. EPIL GAGRAI



STUDENTS WON THE 3RD POSITION IN WALL QUOTE COMPETITION AT COOPERATIVE COLLEGE, JAMSHEDPUR



NEEV SOAP FACTORY VISIT



GUEST LECTURE ON DRAPING



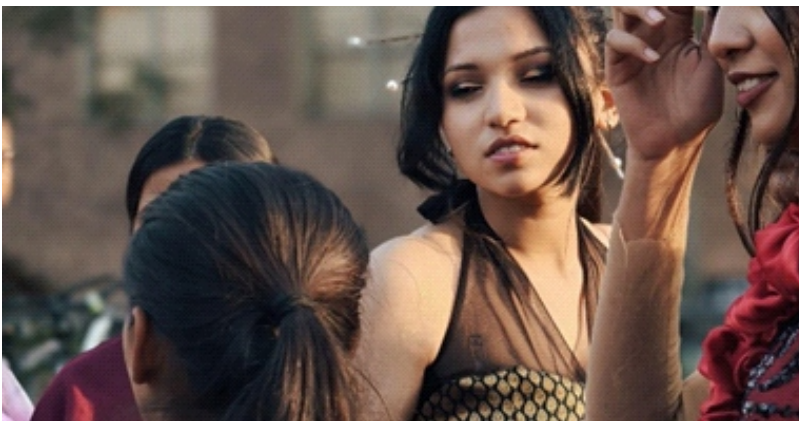
INDUSTRIAL VISIT TO KHADI SHIRT MANUFACTURING UNIT



RAKHI POP-UP STORE BY DESIGN HIVE, THE IN-HOUSE FASHION BRAND, IN ASSOCIATION WITH MOU PARTNER KALA MANDIR



PARTICIPANTS DURING SPRING FEST AT IIT KHARAGPUR



INDUSTRIAL VISIT TO AIDENT SOCIAL WELFARE ORGANIZATION – WOMEN SELF HELP GROUP



JOHAR HAAT VISIT



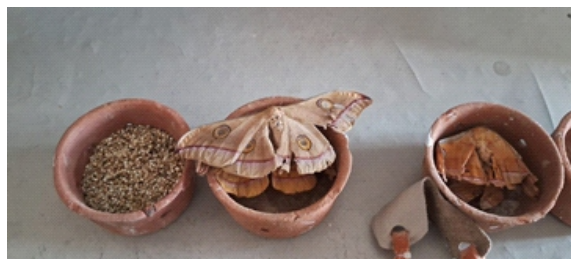
INDUSTRY EXPOSURE VISIT – AUBURN DESIGNS PVT. LTD.



**WORKSHOP ON TANGIBLE ART HERITAGE OF JHARKHAND PRESENTED
BY INDIAN COUNCIL OF CULTURAL RELATIONS, PATNA IN COLLABORATION WITH DEPARTMENT
OF TOURISM, ART CULTURE, SPORTS AND YOUTH AFFAIRS, GOVERNMENT OF JHARKHAND**



SERICULTURE - TASSAR CENTRE - FABRIC OF JHARKHAND



JHARKHAND STATE KHADI AND VILLAGE INDUSTRIES BOARD - MANUFACTURING UNIT



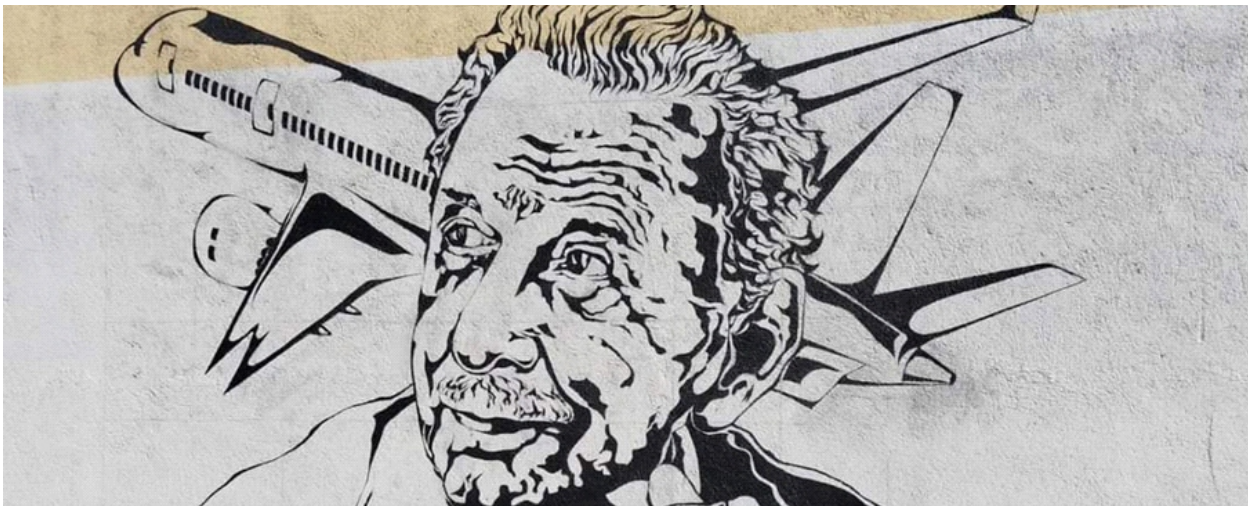
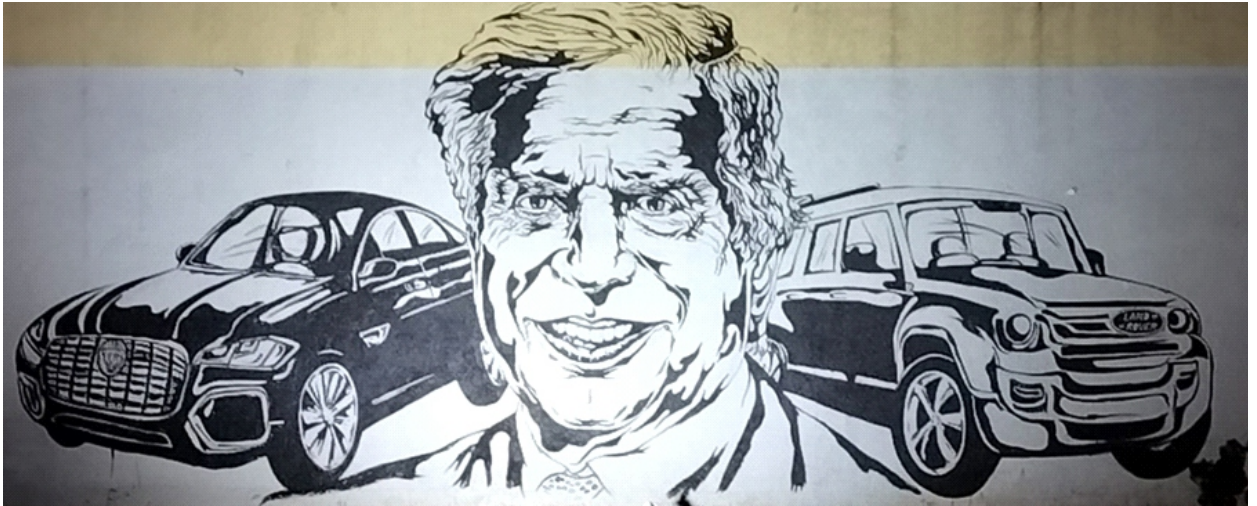
AAMIRA FASHION STUDIO



STUDENTS' CREATIONS - GIVE HEIGHTS TO YOUR CREATIVITY



WALL MURAL PROJECTS



ALUMNA, CARVING A NICHE!



Aditi Sharma (Batch 2019-22)

Designer
Amori Designs, Bengaluru



Simran Kaur (Batch 2020-23)

Founder
instory



Jashmine Raj (Batch 2019-22)

Head Designer and Merchandiser
H Keyan Exports, NOIDA

EDUCATING THE TRIBES, EMPOWERING THE FEMALES...





VALUE ADDED COURSES - VIA

LinkedIn  LEARNING

- LinkedIn Learning offers a world of opportunities for young and aspiring professionals, empowering them to acquire new skills and excel in their careers. Through a strategic partnership with LinkedIn, the JAIN Group of Institutions provides students access to a cutting-edge learning platform.
 - With over 23,000 courses curated and delivered by industry experts, LinkedIn Learning equips you with the skills and competencies that are highly valued by enterprises. From language and literature to advanced professional skills, the courses are designed to pave a seamless path for your professional growth.
- The flexible online format enables you to learn at your own pace, whether at home or on campus. Each course concludes
- with competency mapping to assess your learning and awards you a globally recognized certificate, enhancing your career prospects significantly.

FEW OF THE PROMINENT COURSES ARE DETAILED BELOW, TO GIVE YOU A BIRD'S EYE VIEW OF THE ENTIRE SPECTRUM OF COURSES:

- Business English
- Certification Microsoft Excel – Basic to Advance
- Social Media Marketing foundation
- Accounting Foundations: Managerial Accounting
- Business Analytics - Marketing
- Data Project Management
- Foundation Excel
- Essential Training
- Digital Marketing
- Foundation Google
- University Analytics
- Creating A Business Plan
- Speaking Confidently and effectively
- Business Analysis
- Foundation Leadership Foundation
- Learning Python
- Photography Foundations: Mobile Photography
- iPhone Photography: Shooting to Storytelling
- WordPress Essential Training
- Develop Your Finance and Accounting Skills
- Financial Accounting Foundations
- Entrepreneurship Foundation

LinkedIn  LEARNING

**EARN GLOBALLY
RELEVANT CERTIFICATIONS**

**ADVANCE YOUR CAREER WITH
COURSES RECOGNIZED AND
VALUED BY THE INDUSTRY.**

VALUE ADDED COURSES - VIA

coursera
for campus

- Coursera is a renowned global online learning platform that provides access to a wide range of courses and degree programs from top universities and companies worldwide. Its highly sought-after e-certificates require a significant investment, reflecting their value and credibility in the industry.
- With partnerships spanning over 250 leading organizations and academic institutions, Coursera delivers flexible, job-focused online learning to individuals and organizations globally. The platform features a diverse catalog of nearly 12,000 content offerings, available in various formats and lengths, tailored to meet evolving market demands and skill requirements.
- Coursera's content is categorized into four primary learning types, designed to suit different learning needs and objectives:
- Guided Projects (3,300+) - Hands-on learning (30-60 mins) for real-world skills and tools
- Courses (8,100+) - Develop new skills by learning from a leading institution (university or industry partner) (3-4 weeks)
- Specializations (750+) - Build mastery of a skill via structured pathway (also known as a micro-credential), offered by universities or industry partners (typically 4-5 courses, or 8-12 weeks)
- Professional Certificates (140+) - Get job-ready for an in-demand career in less than a year through an industry micro-credential (typically 6-9 months). Many programs also provide a pathway to an industry-recognized certification.
- In addition, there are Clips (290,000+) Bite-sized content (5-10 mins), sourced from the courses, for just-in-time learning.

FEW OF THE PROMINENT COURSES ARE DETAILED BELOW TO GIVE YOU A BIRD'S EYE VIEW OF THE ENTIRE SPECTRUM OF COURSES

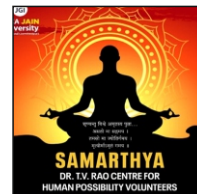
- Google AI Essentials
- IBM Data Science
- Python for everyone
- Strategic Leadership and Management
- AI for everyone
- Advanced data analytics
- Corporate communication
- Successful Interviewing
- Deep Learning
- Machine Learning
- Creating presentations via Canva
- Finding your professional voice: Confidence & Impact
- From Excel to Power BI
- Computer communication
- Creative thinking: Techniques and tools for success
- Business English Communication Skills
- Successful presentations

WITH COURSERA FOR CAMPUS, YOU CAN:

- Earn Globally Relevant Certifications
- Map Certifications with your degree at AJU
- Map with your subjects of the program and replace the classroom study with anytime study with Coursera for Campus
- Elevate your career with industry recognized courses

COMMITTEES, CENTRES, SOCIETIES, STUDENT CHAPTERS/ BRANCHES, CELLS, CLUBS, UNITS, COUNCILS

1. CENTRES



2.COMMITTEES

- INTERNAL COMPLAINTS COMMITTEE

3. CELLS

- INTERNAL QUALITY ASSURANCE CELL
- DISCIPLINE & ANTI RAGGING CELL
- STUDENT GRIEVANCE REDRESSAL CELL
- EQUAL OPPORTUNITY CELL
- ADMISSION FACILITATION CELL
- INDUSTRY INSTITUTE INTERACTION CELL
- TRAINING & PLACEMENT CELL
- RESEARCH AND DEVELOPMENT CELL
- AJU NYAY SAMARTHAN CELL – LEGAL AID & AWARENESS CELL (SCHOOL OF LAW)



4.COUNCILS



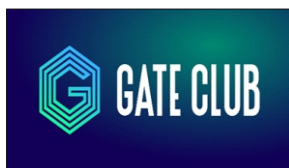
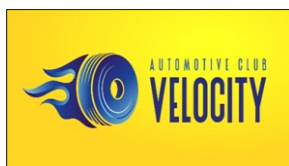
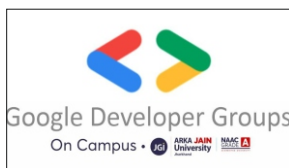
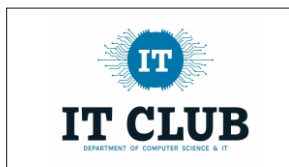
5. SOCIETIES



6.UNITS



7.CLUBS



8.STUDENT CHAPTERS/ BRANCHES



ADMISSION PROCESS

OFFLINE MODE

- Collect the Application Form and prospectus In-person by paying Rs. 1000/- (General Category) or Rs. 500/- (SC/ST Category) at the
- **Admission Office** - Address: D-28, Danish Arcade, Opp. Asian Inn Hotel, Dhatkidih, Jamshedpur, Jharkhand, Pin 831001 or **University campus** situated at Opposite to Kerala Public School, Mohanpur, Gamharia, Dist.- Seraikela Kharsawan, Jharkhand, Pin 832108
- Phone- 0657 2220285 or Toll-free No.- 7371037371
- Submit the duly filled form along with the fees

ONLINE MODE

- Fill online form on our website www.arkajainuniversity.ac.in and Pay (General Category: Rs. 1000/-) & (SC/ST Category: Rs. 500/-) online.
- Download the duly 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 first Installment of the fees

CONTACT DETAILS:



Landline Number: 0657-2220285



Toll Free Number: 7371037371



Whatsapp Number: 8406800562



Website: www.arkajainuniversity.ac.in



Email: admission@arkajainuniversity.ac.in



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



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

SCAN FOR WEBSITE

