



ARKA JAIN
University
Jharkhand

NAAC
GRADE A
ACCREDITED UNIVERSITY



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 2026

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.

First **NAAC 'A'** Grade Accredited State Private University (in the First Cycle) in Bihar, Jharkhand & West Bengal.

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, 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

RANKED 38th AMONG PRIVATE & DEEMED MULTI-DISCIPLINARY UNIVERSITIES IN INDIA

In THE WEEK–Hansa Research Survey 2026: India's Best Universities

5

RECOGNIZED IN THE R WORLD INSTITUTIONAL RANKING - GREEN RANKINGS 2026

with the prestigious Titanium+ Band, under the category "Institution of Accelerated Sustainability Impact"

6

ISO-CERTIFIED

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

7

AIU MEMBER

Member of Association of Indian Universities

8

80+ MOUS

Learn from the best, network with the brightest

9

ROBUST CAMPUS RECRUITMENT

₹ 23 LPA Highest Package, 3800+ Placements and 780+ Companies visited till date

RAGGING-FREE CAMPUS

A ragging-free campus that fosters a safe, respectful, and welcoming environment for every student.

How the Year Unfolds at

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



AARAMBH

Welcome Day Function for
First-year Students



Induction-cum-Orientation

and Beginning of Classes
for First-year Students



Jain Premier League

Inter-school Annual T-20 Cricket
Tournament



Beginning of Even Semester Classes
(Except First Year)



Aagaaz

Annual Cultural
Fest



Odd Semester End-term
Examination (First Year)



Shikhar

The Annual Entrepreneurial
Conclave



Beginning of Even Semester Classes
(First Year)



ARKA JAIN University

Roo-b-Roo

Fresher's Function for
First-year Students



Navotsav

Gandhi / Shastri Jayanti-
cum-Navotsav Celebration Week



Roshni

Annual Celebration
of Light



Carvaan

Annual Excursion
Tour



Runbhoomi

Annual Sports
Meet



Odd Semester End-term
Examination (Except First Year)



Holi Invasion

Annual Pre-Holi
Bash



Rukhsat

Farewell to Final
Year Students



Even Semester End-term
Examination



TOP 5

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 80+ MOUs (International & National) with Corporate and Academic Partners

.....

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



SCHOLARSHIP

For Scholarships, visit - <https://arkajainuniversity.ac.in/admissions/scholarship/>



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



**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.

QUICK FACTS

- 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 | 6+2 Semesters
 - 3+1 Years
 - BA English | BA English (Honours/ Honours with Research)
 - BA Fashion Design | BA Fashion Design (Honours)
 - BA Journalism & Mass Communication | 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)
 - Students who complete the Four-year Bachelor's Honours with Research Degree Program with a minimum CGPA of 7.5 out of 10 may pursue a Ph.D. Program as per UGC (Ph.D.) Regulations aligned with NEP 2020, subject to institutional norms.
-
- 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 | 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
- Editor / Sub-Editor (Publishing, Media, Digital)
- Creative Writer (Fiction, Non-Fiction, Poetry, Screenwriting)
- Journalist (Print, TV, Digital Media)
- Public Relations (PR) Executive
- Corporate Communication Professional
- Social Media Content Creator / Manager
- Script Writer / Dialogue Writer (Film, TV, Theatre, OTT)
- Technical Writer
- Translator / Interpreter
- Language Trainer / Soft Skills Trainer
- Academic Researcher / Scholar
- Lecturer / Teacher (English Language & Literature)
- Blogger / Influencer (Lifestyle, Books, Language, Culture)
- Communication Consultant
- Copy Editor / Proof-reader
- Media Content Developer



National Youth Day Celebration, graced by Swami Mukhtatmanand Ji Maharaj as Chief Guest who delivered talk on Swami Vivekananda and Youth as Change-Makers.



Rabindra Jayanti Celebration, graced by the Chief Guest Prof. Ashok Dash



Padma Shri Awardee Shri Sreedhar Acharya Graced Tridhara as the Chief Guest, A Celebration of Chhau Nritya Utsav, supported by Ministry of Culture, Govt. of India

ACHIEVEMENTS OF ALUMNI AND STUDENTS



MUSKAN NAG

Batch 2022-25
On Selection as
ADMINISTRATOR
in Wipro Limited



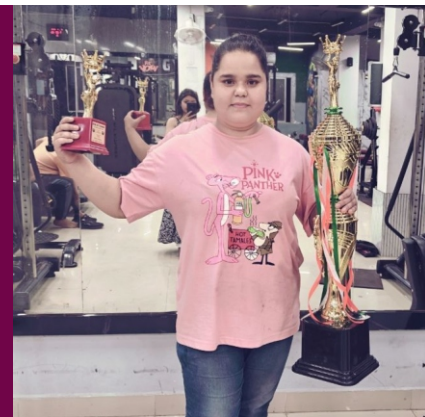
SATPREET KAUR

Batch 2020-23
Specialist 2
PwC India



ASHI GOYAL

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



ANNU SINGH
won Gold medal in
Powerlifting
organized by steel city
classic championship 2026.

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.



NAVRAS – 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.



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.

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 I: 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 VI

Postcolonial Literatures
Partition Literature
Modern European Drama
Children's Writings
Academic Writing
Media and Communication Skills

SEMESTER V

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

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!



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



163RD TAGORE JAYANTI CELEBRATION



STUDENTS PARTICIPATING IN CHHAAP : SERAIKELLA-KHARSAWAN LITERARY FESTIVAL



ONE-DAY OUTBOUND TRAINING – REDISCOVERING SELF: EXPLORING PERSONA



BRING HOME HAPPINESS – A SOCIAL RESPONSIBILITY INITIATIVE



AIKYAM – THE ALUMNI MEET



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



INTERNATIONAL MOTHER LANGUAGE DAY CELEBRATION



RUBAROO – WELCOME FUNCTION FOR FRESHERS



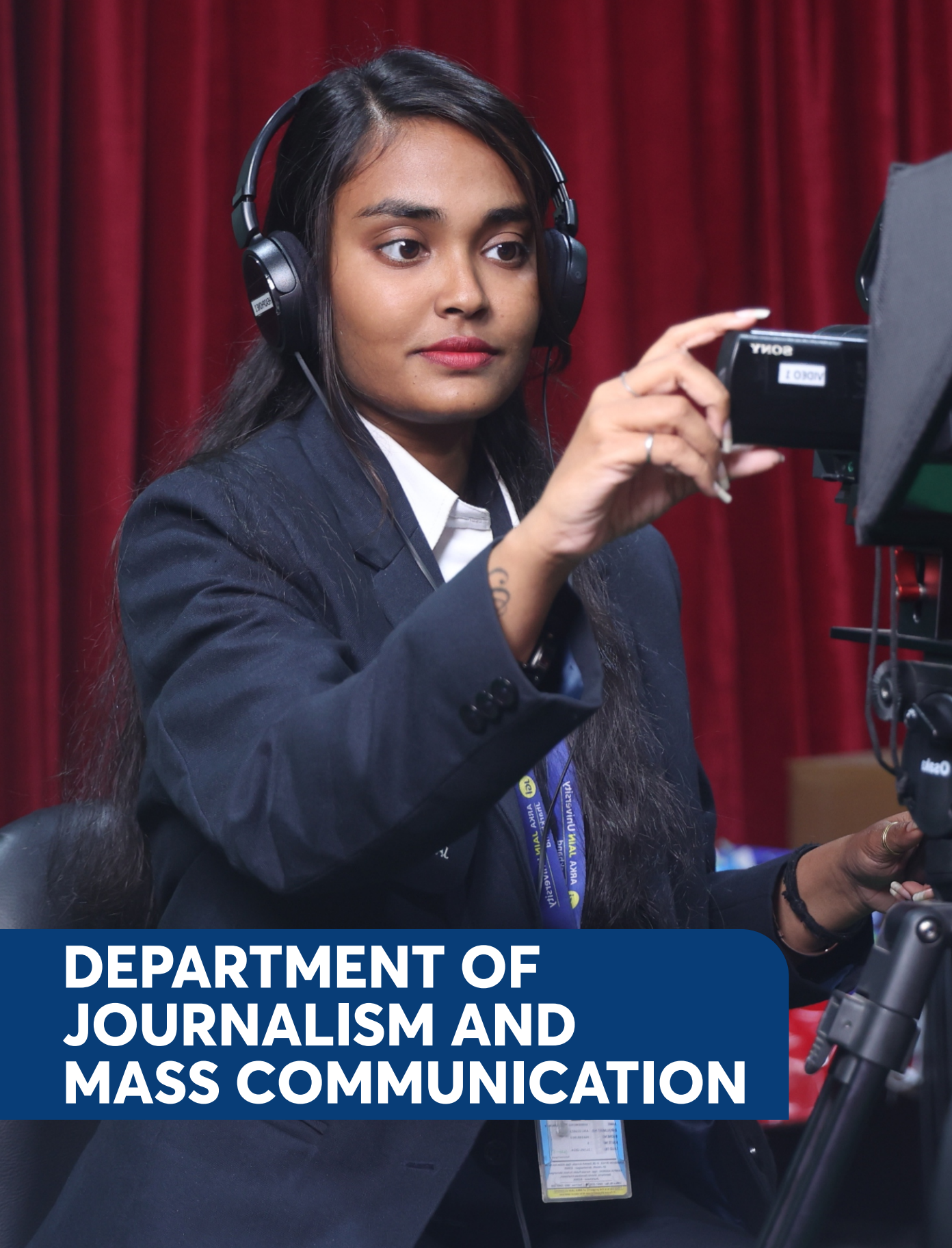
NATIONAL CONFERENCE – CRISIS IN THE FIELD OF LITERATURE AND CULTURAL STUDIES



RUKHSAT – FAREWELL TO THE FINAL YEAR STUDENTS



SHAHEED BHAWAN - NEHRU MEASUEM EDUCATIONAL TRIP, IIT KHARAGPUR



DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

- **BA JOURNALISM & MASS COMMUNICATION I**
BA JOURNALISM & MASS COMMUNICATION
(HONOURS / HONOURS WITH RESEARCH)
 - **MA 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

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.

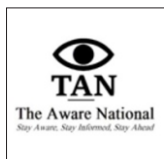
Our strong industry connections with leading national and regional media houses, coupled with impactful internships, enable students to build real-world experience and achieve a strong placement and research track record.

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



NEERAJ MISHRA
NEWS EDITOR
Amar Ujala



ASHOK PRADHAN
BUREAU CHIEF
Times of India



RJ MANOJ
RADIO JOCKEY
Radio City



ROHAN PATOLEY
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



ABHIRUP BHADRA

Assistant Professor Srinath University

ALUMNI BATCH 2019



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

Department Faculty Member Served as a Jury Member at the Chitrapat Jharkhand Film Festival, Evaluating Outstanding Films Alongside an Esteemed Panel of Media and Film Professionals.

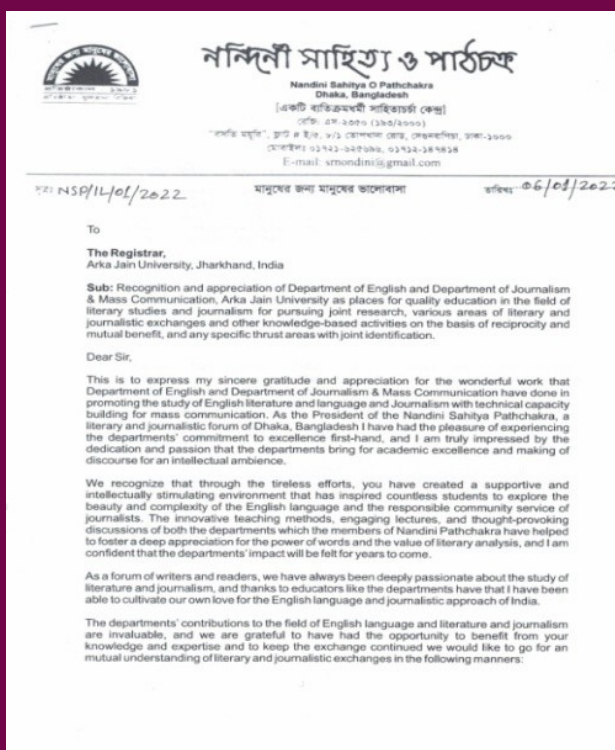


Aditya Sinha, Batch 2024-27, was honoured with an award and special appreciation in the Students Category for his short film "Next Week" at SHORTS 2025 – A Short Film Festival, organised by the Society for Promotion of Professional Excellence (Tata Steel) in association with Take 5 Communications.



“

International Literary and Journalistic organization 'Nandini Sahitya o Pathchakra' Dhaka, Bangladesh has recognized the Department of Journalism & Mass Communication as "Center of Excellence" for quality education in the field of media studies



Workshop on Photography and AI Integration in Media & Journalism, by Mr. Bhado Majhi, Principal Correspondent, Hindustan (Hindustan Times Group), Jamshedpur, who explored the transformative role of AI in modern photography and journalism.



News Reporting Training and Practice session in University Campus.



On World Television Day, Students Participated in a Four-Day Web Series Shoot Under the BBC Studios Banner (Mumbai) for the Amazon Mini OTT Platform.



Photo & Video Shoot at Dalma Wildlife Sanctuary, Exploring Its Natural Beauty



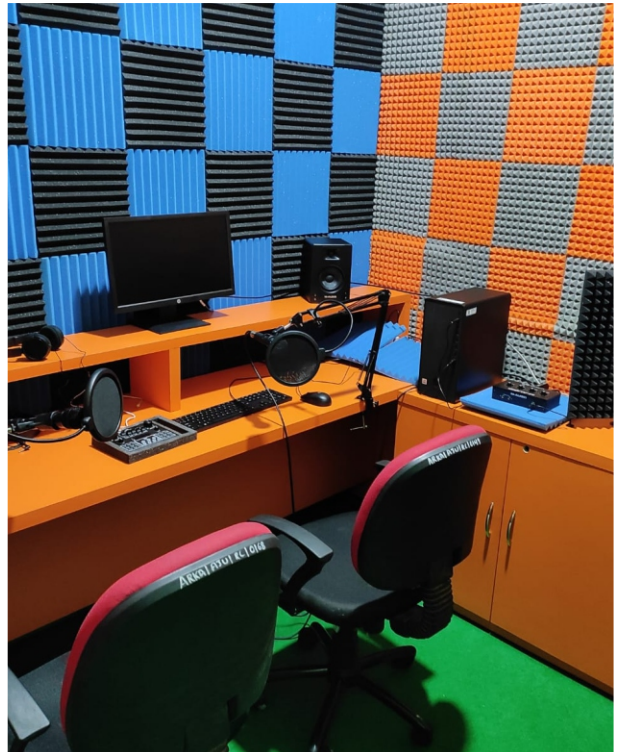
**Three-day Workshop on Photography & Cinematography
and Photography Exhibition - Point of View**



**Five-day Workshop on Audio Visual Communication Techniques and
Point of View 3.0 Photography Exhibition**



EQUIPPED FOR TODAY'S MEDIA. READY FOR TOMORROW'S STORY TELLERS



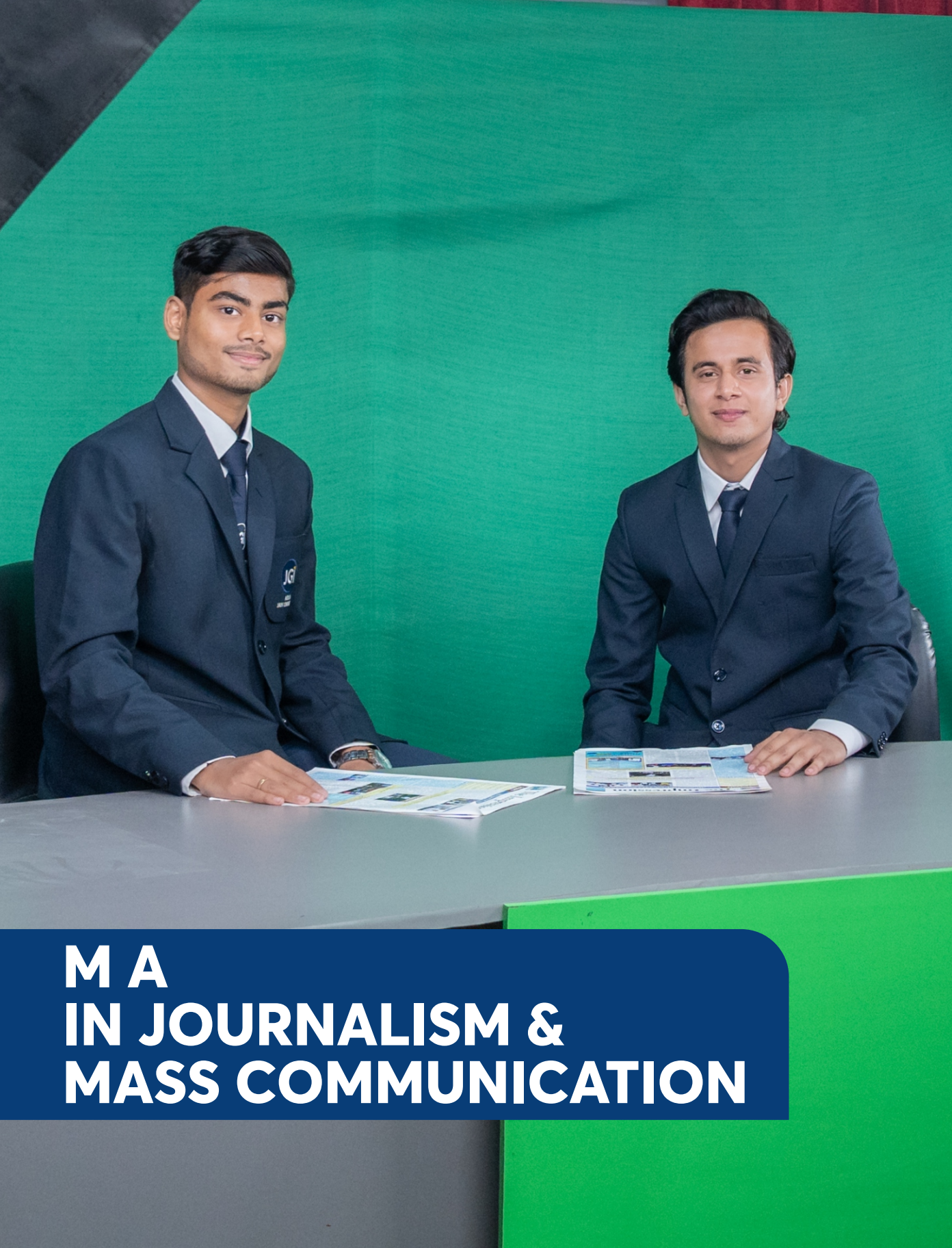
WORKSHOP ON ICT INTEGRATION & AUDIO-VISUAL PRODUCTION TECHNIQUES



NEWS REPORTING TRAINING & PRACTICE SESSION DURING JAMSHEDPUR CARNIVAL







MA IN JOURNALISM & 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
Photography
News Writing and Editing for Print Media
Folk Media and Rural Development

SEMESTER II

Script and Screenplay Writing
Broadcast Journalism
Media Laws and Human Rights
Digital Media and Data Journalism
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





DEPARTMENT OF FASHION DESIGN

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.

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.





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



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 I
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 ON 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

AJU FASHION FORWARD

A CELEBRATION OF STYLE, SUSTAINABILITY & CREATIVE VISION

Fashion Forward is a flagship event of the department where students bring their creative ideas to life through their designed costumes and fashion show. The event highlights technical skill plus storytelling through silhouette, texture and color.

GLIMPSES OF FASHION FORWARD 2026







GLIMPSES OF FASHION FORWARD 2024 & 2025



SILAI KI PADHAI

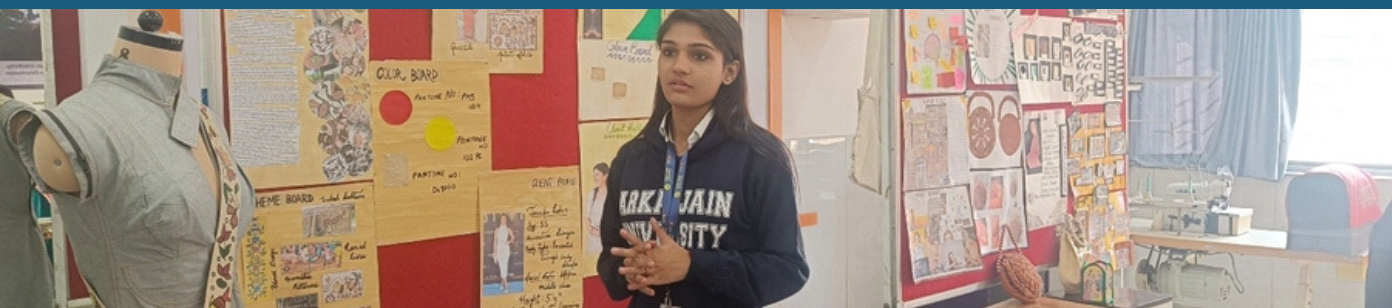
STITCHING TRAINING PROGRAM IN ASSOCIATION WITH TATA STEEL FOUNDATION GAMHARIA

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.



SIGNING OF MOU WITH SWACHHATA PUKARE - TEDX BISTUPUR



SIGNING OF MOU WITH KALAMANDIR SAKSHAM SHG FEDERATION



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

DESIGN EXHIBIT



**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**

INDUSTRY VISIT

For fashion design students, industry visits are a source of inspiration. Observing fabrics, textures, color combinations, traditional crafts, retail displays, and design processes stimulates creativity and helps them develop innovative ideas for their own projects and collections. Such experiences enhance visual learning and encourage design thinking. Also, it provides students with practical understanding of the production process.



SILK EGG TESTING



PEDAGOGICAL ENGAGEMENT WITH SERICULTURE



STUDENT EXPLORATION OF SILK FABRIC PRODUCTION PROCESS



DEMONSTRATION ABOUT THE LOOM BY THE OFFICER



STUDENT UNDERSTAND THE FACTORY WORK PROCESS AT AUBURN DESING PVT. LTD.



STUDENTS IN MERCHANDISER OFFICE OF AUBURN DESIGN



STUDENT OBSERVED THE PROCESS OF WEAVING ON HANDLOOM



JHARKHAND STATE KHADI AND VILLAGE INDUSTRIES BOARD - MANUFACTURING UNIT

VISIT TO JAMILA WOMEN CENTRE, MANGO



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



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



Participants at Spring Fest, IIT Kharagpur



Students' Creations – Creative Showcase





Ms. Epil Gagrai, a self-made entrepreneur and an XLRI alumna.



Students Won the 3rd Position in the Wall Quote Competition at Cooperative College, Jamshedpur.



Guest Lecture on Draping



Aashirwad Old age Home , Aashirwad Bhavan, FURIDA N.G.O, Sakchi



Rakhi Pop-Up Store by Design Hive, the In-House Fashion Brand, in Association with MoU Partner Kala Mandir



Integrated Term Project



Workshop on Making of Chhau Mask



Wall Mural Projects



ARKA JAIN UNIVERSITY



BHAGWAN BIRSA MUNDA ARTWORK



CAMPUS AESTHETIC ENHANCEMENT



RUKHSAT – BATCH OF 2023

Our Illustrious Alumni:



Carving New Paradigms



ADITI SHARMA

DESIGNER

Amori Designs, Bengaluru
BATCH 2019-22



JASHMINE RAJ

HEAD DESIGNER

H Keyan Exports, NOIDA
BATCH 2019-22



SIMRAN KAUR

FOUNDER

instory

BATCH 2020-23



NAHIDA TABASSUM

FASHION DESIGNER

playR – ICORETS Private limited,
Gurugram, India

BATCH 2021-24



SNEHA HALDAR

SENIOR TEXTILE DESIGNER

Neev Creation, Surat

BATCH 2021-24



AISHWARYA JOSHI

TEXTILE/FASHION DESIGNER

Deshi Dot, Varanasi, India

BATCH 2021-24



SABA AMIR

FACULTY, FASHION DESIGN DEPARTMENT

Cindrebay School of Design,
Bangalore

BATCH 2022-25



DEEPA SHARMA

TEXTILE DESIGNER

Deshi Dot, Varanasi

BATCH 2022-25

LEARNING BY DOING

PROJECT & APPLICATION-BASED LEARNING

At the School of Humanities, learning extends beyond the classroom through practical assignments, live media projects, design studios, production exercises, internships, field reporting, creative writing, research work, photography, filmmaking, communication campaigns, fashion collections, and community engagement initiatives. Students gain hands-on experience while developing creativity, technical proficiency, leadership, collaboration, and professional confidence.



Live Media
& Creative Projects



Industry Training
& Internships



Media Production
& Studio Practice



Fashion Design
Studios & Exhibitions



Research, Publications
& Storytelling



LIBRARY

The Central Library provides an extensive collection of books, journals, newspapers, fashion resources, media publications, digital archives, e-books, and online research databases supporting literature, journalism, communication, design, and humanities education. Modern learning resources encourage independent research, creativity, and lifelong learning.

AARAMBH – STUDENT INDUCTION PROGRAM

AARAMBH is a structured induction programme that helps students transition smoothly into university life. Through orientation sessions, faculty interactions, creative activities, peer engagement, institutional familiarization, and skill-building workshops, students develop confidence, communication skills, teamwork, and a strong academic foundation from the very beginning.



INTEGRATED MODE OF TEACHING & LEARNING

At ARKA JAIN University, the School of Humanities adopts an interdisciplinary and experiential approach to education that combines academic excellence with creative expression, industry engagement, research, and practical learning. The curriculum is designed to nurture communication skills, critical thinking, innovation, and professional competence, preparing students for successful careers in media, literature, design, communication, and the creative industries.

INDUSTRY-INTEGRATED LEARNING & REAL-WORLD EXPOSURE - Students learn through project-based assignments, practical workshops, field visits, studio-based learning, media production, design projects, literary analysis, and research activities that connect classroom knowledge with real-world applications.



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INTERDISCIPLINARY & EXPERIENTIAL LEARNING - Students learn through project-based assignments, practical workshops, field visits, studio-based learning, media production, design projects, literary analysis, and research activities that connect classroom knowledge with real-world applications.



INDUSTRY INTERACTIONS, WORKSHOPS & MASTERCLASSES - Regular workshops, expert sessions, masterclasses, guest lectures, and interactions with media professionals, journalists, authors, designers, filmmakers, editors, and communication experts provide valuable industry exposure and contemporary insights.



INTERACTIVE LEARNING (ONLINE & OFFLINE) - A balanced blend of classroom teaching, digital learning platforms, multimedia resources, collaborative activities, and technology-enabled instruction enhances student engagement and conceptual understanding.



CREATIVE PROJECTS & PORTFOLIO DEVELOPMENT - Students develop professional portfolios through newsroom assignments, documentaries, fashion collections, design exhibitions, photography projects, creative writing, digital storytelling, and multimedia productions.



RESEARCH, CRITICAL THINKING & COMMUNICATION - Research projects, presentations, debates, literary discussions, media analysis, design thinking, and communication exercises strengthen analytical abilities, creativity, and effective expression.



CLUBS, EVENTS & CREATIVE PLATFORMS - Literary club, media and fashion showcases, cultural events, photography competitions, film screenings, student publications, and communication festivals encourage collaboration, innovation, leadership, and holistic personality development.

This integrated approach ensures that students develop academic excellence, creative confidence, professional skills, and industry-ready competencies required to excel in the rapidly evolving fields of media, communication, literature, design, and the creative economy.

CENTRE FOR CAPACITY BUILDING AND HUMAN RESOURCE DEVELOPMENT (CCHRD)



BUILDING CAPACITY. DEVELOPING SKILLS. CREATING LEADERS.

The CCHRD aims to enhance the skills and capabilities of students, faculty, staff members, and external stakeholders.

PURPOSE OF ESTABLISHMENT:

The CCHRD is dedicated to fostering growth and development through targeted capacity-building initiatives for the students. Further, it aims to create a supportive environment for continuous learning and professional advancement for faculty and staff members as well as external stakeholders

BENEFITS OF ESTABLISHMENT:

- **Skill Enhancement for Students** : Providing specialized training, courses and workshops to equip students with industry-relevant skills and competencies.
- **Professional Development for Faculty and Staff** : Offering professional development and faculty development programs to enhance teaching methodologies, research capabilities, and administrative efficiency.
- **Support for External Stakeholders** : Engaging with industry partners and community members fostering collaboration, and sharing expertise in the form of management development programs.
- **Resource Hub** : Serving as a central resource for accessing the latest knowledge, tools, and techniques in various fields of study and practice.
- **Career Advancement** : Facilitating career growth and opportunities for all participants by bridging the gap between academic knowledge and practical application.

CCHRD: A HUB FOR CAPACITY BUILDING & HOLISTIC SKILL DEVELOPMENT, CREATING EXCELLENCE THROUGH

- Student Development Programs
- Management Development Programs (MDPs)
- Outbound Training & Experiential Learning Exercises
- Industry Visits
- Capacity Building & Skill Development Workshops
- Dialogue with Leaders Series
- Corporate Mentoring
- Digital Literacy Initiatives
- Career Readiness & Interview Preparation
- Industry-Driven Skill Development Workshops
- Mental Well-being Support
- Data Analytics Training
- Foreign Language Learning
- Competitive Examination Preparation

OUTBOUND TRAINING FOR EXPERIENTIAL LEADERSHIP & TEAM DEVELOPMENT

The Centre for Capacity Building and Human Resource Development (CCHRD) regularly conducts outbound training exercises designed to blend fun with experiential learning beyond the classroom environment. These structured outdoor activities aim to strengthen teamwork, leadership qualities, and self-confidence while enhancing physical fitness and mental resilience. Through engaging, interactive, and problem-solving-based challenges, students develop practical skills, adaptability, and a collaborative spirit—preparing them for real-world professional demands in a dynamic and holistic manner.

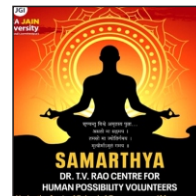


MoU with Markhub24, a cognitive marketing intelligence and learning platform



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

1. CENTRES



2.COMMITTEES

- INTERNAL COMPLAINTS COMMITTEE

3. CELLS

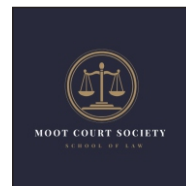
- INTERNAL QUALITY ASSURANCE CELL
- ANTI RAGGING CELL
- STUDENT GRIEVANCE REDRESSAL CELL
- EQUAL OPPORTUNITY CELL
- ADMISSION FACILITATION CELL
- INDUSTRY INSTITUTE INTERACTION CELL
- TRAINING & PLACEMENT CELL
- RESEARCH AND DEVELOPMENT CELL
- AJU NYAY SAMARTHAN CELL – LEGAL AID & AWARENESS CELL (SCHOOL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



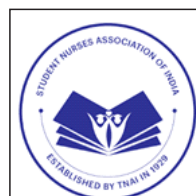
4.COUNCILS



5. SOCIETIES



6.UNITS



7.CLUBS



8.STUDENT CHAPTERS/ BRANCHES



ADMISSION PROCESS

OFFLINE MODE

- Collect the Application Form, and Prospectus by paying the application fee, ₹1000/- (General Category) or ₹500/- (SC/ST Category) from
- City Office : D-28, Danish Arcade, Opp. Asian Inn Hotel Dhatkidih, Jamshedpur – 831001, Jharkhand
or
University Campus : Opp. Kerala Public School, Mohanpur Gamharia, District Seraikela-Kharsawan Jharkhand – 832108
- Submit the duly-filled application form along with the supporting documents and applicable fees at the City Office or University Campus.

ONLINE MODE

- Fill out the online application form by visiting: www.arkajainuniversity.ac.in
- Pay the application fee online: ₹1000/- (General Category) or ₹500/- (SC/ST Category)
- Download and submit the duly-filled application form at the City Office or University Campus.
- After document verification by the University Admission Officer, proceed with the payment of the applicable fees to confirm admission.

CONTACT DETAILS

☎ 📞 7371037371 | ☎ 0657-2220285 | 2312007

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

Campus Address : Opp. Kerala Public School, Mohanpur, Gamharia, District Seraikela Kharsawan, Jharkhand – 832108

Apply Online: www.arkajainuniversity.ac.in

Email: admission@arkajainuniversity.ac.in



SCAN FOR WEBSITE

