

Affiliated to Guru Gobind Singh Indraprastha University









# SCHOOL OF **JOURNALISM & MASS** COMMUNICATION

BAJMC-Bachelor of Arts in Journalism and Mass Communication is a three year undergraduate degree course for students who wish to build their career in the field of journalism and mass communication. After successfully completing the course students will be able to develop as well as refine their skills of gathering, transmitting, and delivering information to a large audience in various mediums of media like Radio, Television and New Media.



# **FELICITATION** CEREMONY FOR STIMULATING STUDENTS

KCCILHE believes in appreciating the students who are active, sharp & hard working. This helps boost up the spirit of the performers and sets a paradigm for the rest of the students, thus provoking in them a spirit to perform. Regular appreciation helps to maintain an aura of healthy competition. To motivate students, KCC Institute of Legal & Higher Education organised a Felicitation ceremony on 7 January 2020, for the students who excelled in the previous Academic Year. The initiative was taken by our esteem Director, Prof (Dr) Bhavna Agarwal, KCCILHE.

Students from BBA, B.Com (H), BCA, and BA (JMC) were felicitated with certificate and awards by Director, Prof. (Dr). Bhavna Agarwal for their excellent performance in the academics.

Students from different courses also got motivated by the ceremony to give their best in the next academic year. It also helped the students to embrace their talents and set a higher goal for themselves. The ceremony turned out to be a very inspirational and encouraging for the students of KCCILHE.

### **BAJMC PRESS PUBLICATIONS RELEASE**

KCC Institute of Legal & Higher Education organised an inaugural ceremony for the release of its first newsletter and other various publications of different schools on 09 January 2020 at their campus in Greater Noida. Prof.(Dr).Bhavna Agarwal, Director, KCCILHE, introduced the very first annual newsletter and the other four publications of different schools with the faculty members. The event marked the commencement of the biannual newsletter "Darpan" and annual magazine "Medieval" under the school of Journalism and Mass Communication of KCCILHE. The commencement of the publications embarked a new journey of KCCILHE.







# A STEP TOWARDS THE REFINEMENT OF SOCIETY

Encouraging the Community connects society of KCC Institute of Legal and Higher Education, organized a visit to an NGO - "GOONJ" on 08 January 2020. 'Goonj' is a nongovernmental organization which undertakes disaster relief, humanitarian aid and community development in parts of 23 states across India. All the students of society disseminated the concept of contribution to their college-mates in order to collect discarded clothes, books, stationery items, utensils or any other waste material for the underprivileged section of the society. It was an amazing experience for both teachers and students. Students learned the value of small things they earlier used to take for granted. They also learned about the virtues for serving the society with all good will and the ways to expand the social society of the college.







# SEMINAR ON NLP TO **CHALLENGE MINDS**

KCCILHE took an initiative to organize a seminar on "Neuro Linguistic Programming" on 13 January 2020. The session was headed by Ms. Vandana Tyagi, Head of Talent Development, President Health Care group. The guest was felicitated by Prof.(Dr) Bhavna Agarwal, Director, KCCILHE. The event was an interactive engagement, where speaker enlightened the students with her words of wisdom.

Neuro Linguistic Programming is the study of excellence. It is about language, communication, awareness, relationships, leadership, persuasion, influence, metaphors, confidence, happiness, motivation, support, and creativity. The Guest Lecture began with some of the motivational quotes where Ms. Tyagi told about her some of the personal experiences of how to improve communication skills and how to influence people and build a motion of inertia in order to reach the goals. Students of both the years of BA(JMC) actively participated in the workshop, after which they were able to learn the practical exposure of life. Finally the session ended with a question and answer round where the doubts of the students regarding the learning from the seminar were addressed.







# WORKSHOP

## ON HINDI UNIVERSAL COMPOSING

edia Industry has always been a developing and challenging industry since its onset. With the advent of technology, computers were used. Keeping in mind the today's scenario it is necessary even for a trainee reporter to be skilled in news composing. So, to meet the requirements of the media industry, the Department of Journalism & Mass Communication of KCCILHE initiated a workshop on 'Hindi Universal Composing' which was conducted by Dr. Sachin Batra.

It was an interactive session with students asking lot of questions regarding the significance of language. Solving the problem of the students, Dr. Batra provided every student a sample paper for reference. In the end, Dr. Batra gave every student the time for practically typing Hindi & how with simple tricks they can develop their typing speed. This session made the students ready for the future in Hindi composing.



# INTERNATIONAL **CONFERENCE ON**

### "ARTIFICIAL INTELLIGENCE"



The two days International Conference on 'Artificial Intelligence -Reinventing Business Media and Marketing' was organized by KCC Institute of Legal and Higher Education from 17 to 18 January 2020. The International conference held in KCC Institute, was warmly inaugurated by Padma Shri Dr. Mahesh Verma, Vice Chancellor of Guru Gobind Singh University, Delhi and Dr. Bharat Bhasker, Director IIM Raipur.

In the inaugural speech by Padma Shri Dr. Mahesh Verma, he talked about the "Future aspect of Artificial Intelligence", because AI is something which impact on our everyday life. He constantly emphasized that, "Human intelligence is supreme".

The conference was divided into two sessions. The first session was chaired by Dr. Vikas Garg. The panel discussion was graced by Mr. Atul Tripathi, Mr. Siddharth Sindwani and Dr. Dhruba Jyoti Pati. The discussion was inclined towards the financial aspect of Artificial Intelligence. The second session was chaired by Dr.P.K.Agarwal, Dean Faculty of Ccommerce and Business Studies at Motherhood University, Roorkee, India. The conference concluded with valedictory session, wherein the certificates were distributed to all the participants. Momentos were also given to the Session Chairs.







# WORKSHOP

## ON WEB-ADVERTISING

CCILHE organised a workshop on 'Digital Marketing Concepts'. The workshop was headed by Mr. Shashank Agarwal, a Google certified Trainer for the subject. He gave a lecture on 'Digital Marketing Concepts' to the students of BA(JMC). During the seminar various important topics

related to digital marketing such as, Search Engine Optimization (SEO), Search Engine Marketing (SEM), Google Ad Words, Social Media Marketing, and many more were deeply discussed in order to create a clear understanding of the field. Overall, the session was another add-on to our vistas of knowledge basket.



# THE ANTI- PLASTIC CAMPAIGN

The students of KCCILHE took an initiative to promote the "No Plastic Environment" by making use of the slogan "No Plastic is Fantastic" under Community Connect society around the whole campus. This campaign was organized on 29 January 2020. Various societies of KCCILHE took the responsibility to make people understand the depth of this topic and used creative ideas to express their views. KCC's street plays society 'Natyashala" performed and left the audience mesmerized with their united voice saying "BOLO PLASTIC FREE!"

This performance made people understand that plastic in any form or of any quality is harmful to our health as well as society as a whole. This campaign would not have been possible without the support of our Director Prof.(Dr).Bhavna Agarwal. The campaign was assuredly a successful event.









## "SHUTTER BUGS" **INAUGURATION OF THE PHOTOGRAPHY SOCIETY**

A successful and happening event was organised in the premises of KCCILHE for the inauguration of the Photography Society, the "SHUTTER BUGS" on 04 February 2020. The event was started with an interesting and interactive lecture from the Guest of Honour Mr. Purushottam Diwakar, Senior Photo Journalist, India Today Group, He guided the students of BA(JMC) and others who were enthusiast of the same genre on how to get successful in the field.

Further, many photography enthusiasts displayed an exhibition of their best shots on the theme "Architecture" which was judged and marked on the pre specified criteria by the our guest of

honour,

Later on, all the participants indulged into an on-spot photography competition that was based on the same theme and everyone was able to provide a shot with a unique concept of the KCC campus, which was followed by a formal presentation of the pictures along with explanation of the perspective that the student captured to the judges.

The event was declared closed for the day by Director, Prof. (Dr.) Bhavna Agarwal and ended with an appreciation to the society of "Shutter Bugs" and the whole team that helped to make the event a huge success.



## **SNEAK PEEK OF THE PARLIAMENT HOUSE**

An educational trip to the 'Parliament House' on 6th February, 2020 was organized for the students of BA-JMC. The Parliament House fantasized every student and everyone was highly overwhelmed on getting to know about their country's Constitution, history, and descriptive knowledge about Democracy. Parliament House also known as the Sansad Bhawan. It was a great experience for students as they got to know about the actual proceedings taking place in parliament. It was

really a new and memorable experience for everyone present there. After taking a small break for lunch the students battalion forwarded to the parliament museum, and the main attractions there were the light and sound show describing the freedom movements of India, the projector show depicting the Dandi March and last but not the least, the wax puppet show for the speech in real voice of Jawaharlal Nehru in a replica of the central hall.





# 'ANUGOONJ 2020' **GGSIPU ANNUAL FEST**

Pratik Sharma, the second year student of BAJMC participated in JAM competition in the annual fest of the University 'Anugoonj'. He cleared the prelims and also won 2nd position in finals. He has always made our college proud with his achievements. He is an active participant to always take an initiative to represent the college in various cultural competitions.





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# ANNUAL **FEST- "FUEL 2020"**

KCCILHE organized a week full of fest from 10th to 15th February involving sports and cultural activities to rejoice their inner talent and to have a fun break from the studious routine. The sports fest was conducted on 10th and 11th February including various sports like cricket, badminton, volleyball, basketball, football, race, long jump, tug of war, lawn tennis and many more games. Students from other colleges of IP were also invited. The ground was filled with the cheering sounds of

students to support their friends and make them win. The energetic vibe made everyone happy and joyous to enjoy the moment.

On 12th -14thFebruary cultural fest was put up in the institute's auditorium including various competitions like solo dance, group dance, one act play, mono act, face painting, poetry, rap, fashion show and many more. Students

participated in various competitions and were excited to portray their performance to their best. Continuing the vibe of the fest, on 15th February evening celebrities like ParmishVerma (Actor, Singer), Dilbagh Singh (Singer), Parvinder Singh (Comedian), and Hashim Firozbadi (Poet) were invited to sum up the whole fest with tireless dance and fun. Their presence made whole KCC crazy to show up their full energy and enjoy the day. The fest made each student as well as teachers joyous and contented to their happiness.









# KCC HIGHER INSTITUTE WE EDUCATION

# OPEN EDUCATION RESOURCES IN MEDIA STUDIES

An enlightening seminar on "Open Education Resources in Media Studies" by Dr. Durgesh Tripathi, professor of GGSIP University, Delhi was organised by KCCILHE for the students of BA(JMC). Prof. (Dr). Bhavna Agarwal, Director, of KCCILHE presented a token of gratitude- a sapling to the honourable guest. Dr. Tripathi elaborated his work on Open Education Resources. The students got to learn about e-PG Pathshala, an online education

platform which helps in understanding several courses online. e-PG Pathshala also helps in getting online credits. MOOCs introduced the concept of Blended Classroom, where offline education is as important as online education. E-Pathshala provides valid certificates issued by Government of India & University Grants Commission (UGC). Its needless to say that the seminar was highly motivating and extraordinarily informative.



# GREEN YATRA 'ONE STUDENT ONE TREE' CAMPAIGN

KCCILHE organized a Tree plantation Drive in Noida Girls Inter College, Noida on 03 March 2020 with a hope to curb air pollution and make the world a better place. Students of BA(JMC) planted more than 40 saplings under the 'One Student One Tree' Campaign.

The drive was organized under the guidance of Prof. (Dr.) Bhavna Agarwal, Director of KCCILHE. The students, faculty & staff participated in the tree plantation drive with great zeal and enthusiasm.

In this drive, saplings of herbal, fruits and non-fruits plants such as Mango, Jamun, Neem, Basil, Ashwagandha, Ashoka, etc. were planted in the premise of Noida Girls Inter College, Noida to raise awareness and consciousness about environment. At the end of the program an oath was taken by the students to contribute their efforts in protection of environment by planting and preserving tress, conserving water and avoiding wastage of natural resources.

The campaign was a huge success in making students sensitive for environment and simultaneously enhancing their social skills. Students learnt to think differently for the society to make positive changes and to make improvement. They felt a sense of pride after the tree plantation. They realized that it really feels great to do positive for the nature.





## SKILL DEVELOPMENT PROGRAM ON 'COMMUNICATION SKILLS'

An insightful Skill Development Program (SDP) was organized by for the students on inviting a special guest Mr. Ajoy Shah, Internal Coach JK Tyre on 04 March 2020 to share his experiences and knowledge on "Communication Skills". The event was very interactive, the speaker started enlightening the students with his words of wisdom.

The event on communication skills empowered the students to pay major attention towards their style of speaking and made them aware about the importance of communication in growing world. During the session he organized various activities with students to improve their skills and portray them the means of effective communication process and information spreading method. At the end of the session the guest was felicitated with a momento by Prof. (Dr.) Bhavna Agarwal, Director, KCCILHE



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### REFRESHER COURSE ON ADVANCED EXCEL

A Workshop on 'Refresher course on Advanced Excel' was organized by Mr. Samarth Bhatia, Assistant Professor, KCCILHE, from 17-29 February 2020.

The week started from the Basic Excel and provided various details related with the Advanced Excel that refers to the features and functions of the Microsoft Excel which is a tool that helps in performing the large and complex data related calculations and analysis. The program was organized by our Director, Prof. (Dr) Bhavna Agarwal and was attended by each of the faculty member.





## **BRIJ IN KCC INSTITUTES**

They say we don't have to go into the lap of God; we just have to worship them so that we can feel their presence. Same thing happened on 4th March 2020 in the premises of KCC Institutes, where each individual got so much into worship of God that it was looking like the whole Braj, Mathura, Vrindavan got teleported here. "HOLI" celebration of love and happiness where each colour removes the mask of religion and every individual celebrates it in spite of their religion, and castes.

This divine celebration started by lighting the lamp and with a special performance of Krishna and Radha. Students of BA (JMC) worked really hard in decorating the premises with flowers, colors and rangolis. They also had prepared very special cultural performances like dance and singing where almost every culture's song was chosen for their performances. This shows how today's generation is aware about the unity in diversity.

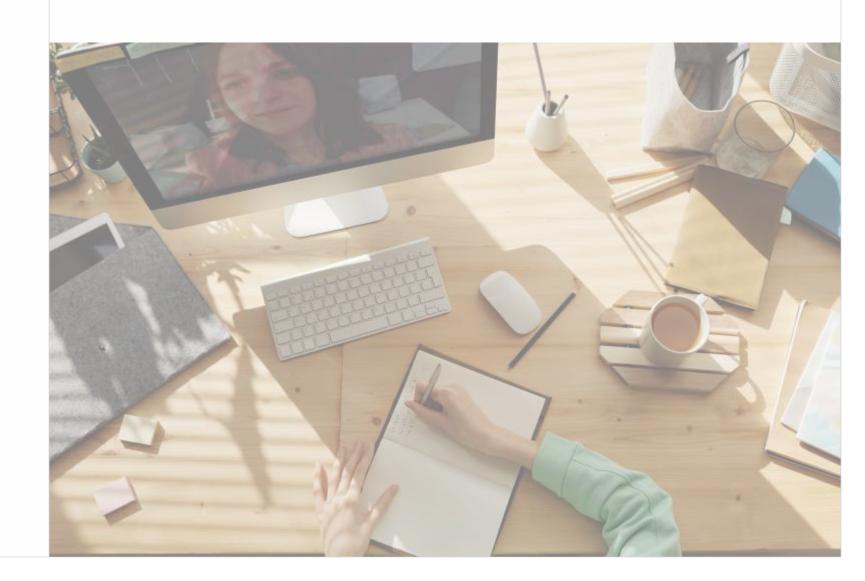




# E-LEARNING AND E-ASSESMENT DURING LOCKDOWN

The KCC Institute of Legal and Higher Education organised online classes for the students. So that even in this whole scenario where the world is facing a major state of concern due to the novel Coronavirus, the students can attend their classes safely by staying at their homes. The online lectures started at 9:10 am and lasted till the normal schedule of the regular classes. The faculty made sure the whole concept is clear and conducted revisionary classes which also included cross questioning by the student so that that the whole session become more interactive. It was a great initiative taken by our Director, Prof Dr.Bhavna Agarwal and the whole

faculty crewwhich made teaching an ease fact. They not only conducted the online classes through Zoom and Elvis virtual classes but also made sure that each of the student from the respective courses BA(JMC) go through an evaluation of online tests (which comprises of Two test series, that happened within a month and lasted for five to six days depending on the subjects) through the medium of Google Forms. Viva was also taken individually through the medium of virtual classes. The students praised & Dordon Representation of lockdown.







# **WEBINAR DURING LOCKDOWN**

KCCILHE organized an interesting webinar on "Exciting world of Data Analytics, Artificial Intelligence and Block Chain" on 6th June, 2020. The guest of the webinar was Mr Atul Tripathi, Data Scientist, Advisor, IISER, and Mohali. The webinar began with the introduction of Mr Atul Tripathi by the moderator Mrs Deepti Sharma, Faculty, KCCILHE. He explained the usage of artificial intelligence in various fields and the usage of the application in all forms. He emphasized on how with the advent of technology the

things have provided the easy access to people in this fast growing world. He also talked about image sensors and the Pros and cons of crypto currency. The goals of artificial intelligence include learning, reasoning, and perception.

The duration of the session was an hour. It was concluded with the question and answer round between the Participants and Mr Tripathi. It was indeed an interesting and knowledgeable session and also an interactive one where people participated from all the streams.



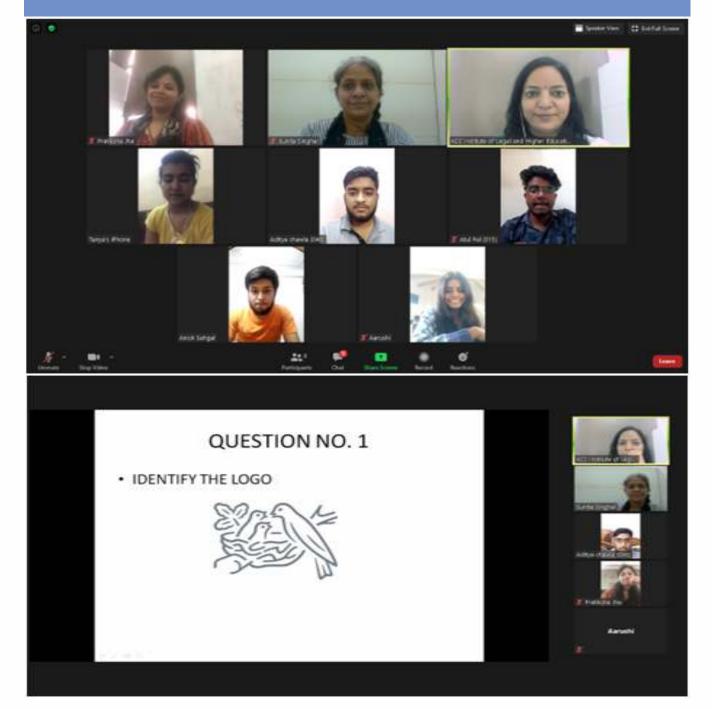


## **TECHNICAL QUIZ 2.0**

To provide students with the taste of quiz during this lockdown, KCCILHE Technical society organised a Quiz, TECHBUZZ 2.0.

First round of the Technical quiz was held on 05 June 2020. Duration of the quiz was 20 minutes & it

questions of the technical world. Second and the final round of the Technical quiz were organized on 08 June 2020. Rapid fire round was conducted for the finalist. The First position of the technical quiz was backed by Aditya Chawla and 2nd Runner up







KCC COVID (WIN)- MAKING A CHANGE: ONE SMALL STEP COVID-19 LOCKDOWN:

# KCC INSTITUTE **DISTRIBUTES**







When the time turns crucial, it becomes a responsibility of each individual to contribute towards the face of hope and empower the Nation to unite against the fight for Covid-19.. Keeping this enthusiasm in mind, the team KCCILHE including teacher, students and management members contributed their best way to support the need of the Nation.

During the strict days of lock down, the management managed to prepare and distribute packed lunches everyday to the people who required the most, also by maintaining all the social distancing Norms imposed by the government. The main aim of this mission was to spread message about to make all stand united and be a part of the mission of fighting the battle against the pandemic by doing our bit.

#### KCC INSTITUTE'S HELPING HANDS TOWARDS NEEDY

In order to help the poor and needy one's KCC Institute presented a cheque of Rs. 2, 51,000 to L.Y District Magistrate, GautamBudh Nagar as a modest contribution to the Uttar Pradesh Covid care fund.

#### AWARENESS TO ENLIGHTEN PEOPLE

In order to create awareness among the people KCC Institute urged people to download Aarogya Setu App ,so that people can benefit from the same and become more about the deadly virus. KCC institute stands for the tag line "Health is Wealth" and to Lend support by downloading & registering on the Aarogya Setu App



## KCC COLLEGE SOCIETIES JOIN HANDS TO FIGHT AGAINST COVID-19 OUTBREAK

#### **FASHION SOCIETY**

The students of fashion society, ramp walked at their homes wearing a mask symbolising the precautions to care of the self and others in context of health and posing holding a poster in their hands that quotes a small inspiring message to be at home and follow all the social distancing norms. It was a unique way to keep the fashion society active and ensure safety as





#### DANCE SOCIETY

The students of dance society, energetically with full enthusiasm danced at their homes on songs that would lamp the light of hope in people so that they fearlessly fight against the virus. Dance triggers the inner potential to its fullest, so this creative initiative urges people to actively enjoy their lock down without



#### PHOTOGRAPHY SOCIETY

The students of Photography society -Shutter Bugs took an initiative to convey a message through few photographs that is in context of lockdown, also combined photographs that were related to Nature, looking at them would make people realise about the beauty of the nature and how it's the source of peace. Sitting at home and looking at those pictures can calm the mind to feel and enjoy the peace.







## ROLE OF BA(JMC) STUDENTS DURING THE COVID-19 PANDEMIC

#### "DON'T PANIC BEAT PANDEMIC" said KCCILHE

Students of KCCILHE requested people to "stay indoor" on social media.

Students of KCCILHE have organized a virtual campaign on the 20th of April 2020 where they have taken a step forward

to educate and make indoor and stay safe" Through which they media platforms. introduced with a Instagram and Face shared message of have shared of the students have thoughts about the asked people to let have shown their poetry, and posters. the awareness giving a chance to



people aware of "staying during the pandemic. spread awareness over social This campaign was poster shared on the official book handles, which have a "not to worry". Further, they beautiful poetry, where many been seen sharing their lockdown and where they the earth cure. The students creativity through videos, The efforts of students moved campaign forward and are the students of KCCILHE to

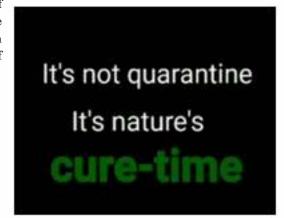
find a new perspective towards life.

#### IT'S NOT QUARANTINE, IT'S NATURE'S CURE TIME

The Students of KCCILHE had prepared a video in the days of Lockdown that gave a positive message in form of poem that ensures people to realize the worth of staying at home, staying safe and taking the chance of this leave to transform the self and patiently give some time for the Nature to heal to its best. Students of BA JMC 2nd year willingly took this initiative, where they recorded the paragraphs, edited it and made it worth watching.

The video clip majorly talks about the unconditional service that nature had served so far to the humans who themselves never took an opportunity to take the responsibility to care for its nature, moreover has done the every possible thing that contributes in destroying the true existence of nature. It compares corona virus with the law of karma as how humans use to destruct the nature and how today nature is taking chance to heal themselves by keeping us locked in our own homes.

This video with the concept of nature also motivates people happily enjoy their time with heal with full force of



realization of negligence towards to take proper care of their health and their loved ones, also help the nation to positivity and with strength of unity.

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### MEDIA COVERAGE OF KCC





#### Faculty Achievements

#### MS. AARUSHI SINGH

- · Published a Paper Titled 'Artificial Intelligence Vs Spiritual Intelligence' In International Conference organized by KCCILHE.
- Presented a Paper on Role of Media In Development Communication Organize by KIET on Recent Trends In Humanities, Technology, Management & Social Development
- · Attended FDP for 5 Days on Effective Teaching -Learning Process and Research Methodology organizedby Sankar Educational Group.
- · Attended certified webinars during Lockdown

#### MS. TINA RAJ

- · Published a Paper Titled 'Indian Social Media Leads to Misinformation on Covid19' in UGCrecognized Journal Jetir.
- · Published a Paper Titled 'Application of Artificial Intelligence in Determining Accurate Inventory Levels of Buisness Firms Trading in E-Commerce' in International Conference organized By KCCILHE.

#### Scholastic Achievements

#### Batch 2018-21

• Head Of Various Committees

S. No	Name of student	Name of Society	Position
1	Rakesh Parida	Drama Society	President
2	Akshat Rawat	Dance Society	President
3	Pratik Sharma	Literary Society	President
4	Haridwar	Radio Society	President
5	Saraswati Perumal	Political Society	President

#### Batch 2018-21

• Organized INFONATIVE 2k19

S. No	Name of student	Organization Name	Position
1	Shubhankar	DobhalFilmbooth	Copywriter
2	Haridwar	Milnilooms	Copywriter
3	Saraswati Perumal	A.S Blogs	Content Writer
4	Saloni	Amigos Planista	Copy Editor /Writer
5	Shreya Shree	Duit Technologies R	eporter
6	Kunika Katiyar	Boxing Digital	Reporter
7	Antara Kulshrestha	Craftin Images	Content writer

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#### Batch 2019-22

Organized INFONATIVE 2K19.

S. No	Name of the student	Organization Name	Position
1	Mansi Ranjan	Udaan -The Center of Theatre Art & Child Development and AS Blogs	Copywriter
2	Sankalp Shukla	Contenzy and Pleasin Stride Foundation	Copywriter and Video editor .
3	Abhiyanshu Maitreya	Core Peelers	Marketing Department and content Writer
4	Megha Roy	Webtix	Copy Editor

#### Other Achievements

#### 1. Saraswati -Batch (2019-2022)

Secured 2nd position in Mono Act competition at KCCILHE'FUEL' fest.

Secured 1st position in One Act Play at KCCILHE'FUEL' fest.

Secured 2nd position in Mono Act in Anugoonj prelims organized at Army Institute of technology and management.

#### 2. Pratik: Batch (2019-2022)

Secured 2nd position in JAM at Anugoonj prelims organized at Army Institute of technology and management. Secured 2nd position in JAM at Anugoonj fest (Finals).

#### Editorial Board

#### **EDITOR-IN-CHIEF**

Prof. (Dr.) Bhavna Agarwal Director, KCCILHE

#### **EDITORS**

Ms. Aarushi Singh (Assistant Professor) Ms. Tina Raj (Assistant Professor)

#### STUDENT EDITORIAL BOARD

Haridwar Kumar, BA(JMC)(Batch 2018-21) Mansi Ranjan, BA(JMC)(Batch 2019-22)