



SCHOOL *of* BROADCASTING & COMMUNICATION

Affiliated to Makhantal Chaturvedi National University of Journalism & Communication, UGC, AIU, ACU & Govt. Recognized

“Education for Evolution
with
School of Broadcasting & Communication”



PROSPECTUS

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A Message from The Director



Dear Friends,

On the event of the commencement of the new academic session, we, at the School of Broadcasting & Communication (SBC) thank you for your support and trust that you have placed in us.

School of Broadcasting and Communication believes in imparting education aimed towards evolution.

As a seat of learning, SBC aims at developing a distinctive class of media professionals who are conversant with the latest technologies and practices and can deliver with a difference. A new institute, our endeavor is to set a precedent where expertise, experience and ethics go hand in hand. Indeed, our close links with the industry ensure that our students get the necessary exposure in live projects at prestigious media organizations while pursuing their courses in a disciplined environment.

Being in the field of mass communication, we believe that our students must shoulder social responsibility. The ultimate goal of all communication is to create "One World". We too, in our own, small, way, seek to contribute to this effort. Hence our motto: "Enabling Global Unification."

Currently, our focus is on an unfinished agenda: an effective, symbiotic and responsible relationship between the media industry, masses and the institute. Development of social citizenship, internship, industry supported project work; workshops and lectures are few initiatives in reaching that goal. We however, wish to seek stronger and direct participations of the 'Media Community', for whom we exist. We have several proposals for the Media Industry, which we believe shall enhance overall social performance. We are looking forward to a positive response from the Media Community to our programs and plans.

Any suggestion, guidance or participation towards this end would be most welcome. On behalf of SBC, I look forward towards your continual support and encouragement.

Sincerely Yours,
Dr. Tushir S. Choudhary
Director



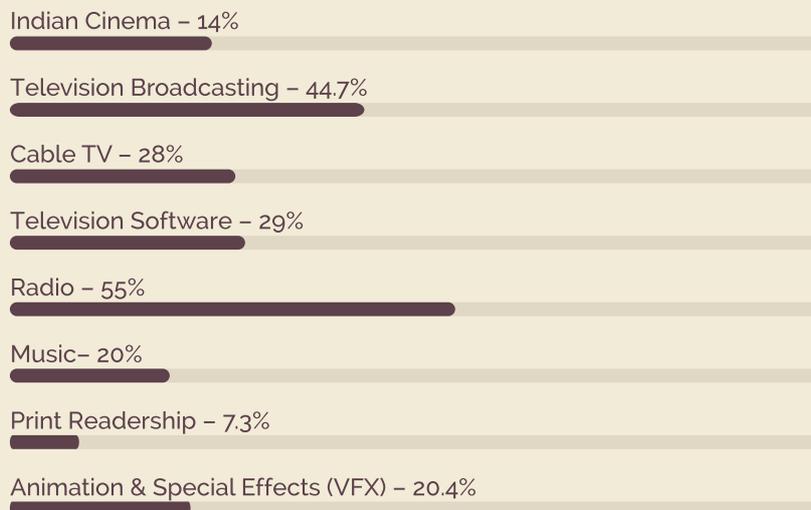
The Media Landscape Overview

This is the age of information, communication & Entertainment. The invasion by the media along with the knowledge- driven info-tech sector is drastically changing the face of the world.

In a global economy that has been spelling out single digit growth figures in all major verticals, the Indian media landscape has been compounding itself exponentially.

Over the past decade the entertainment industry has evolved tremendously. According to a FICCI report, this industry grossed a turnover of Rs. 584 Billion in 2008, and is exceed Rs. 1052 Billion by 2013, that's impressive almost 15 percent compounded growth over next 5 years.

Broadly, the growth rates (CAGR) of the various media verticals are projected for next 5 years as:



The phenomenal growth in the various segments has opened a plethora of new avenues and has created a vacuum of trained professionals in these domains. Along with IT, media, broadcast and communication has been the potent driving force that has transformed India into a major knowledge driven economy. School of Broadcasting & Communication is dedicated to give birth, nurture and groom tomorrow's cutting edge media personnel.

SBC's Vision, Mission & Philosophy

School of Broadcasting & Communication's vision is "Education for Evolution" and to incorporate & bring world class, state-of-the art broadcasting and media education and technology to the Indian sub-continent.

SBC seeks to provide the Indian media broadcast and journalism industry with trained and skilled personnel who are equipped with the latest technology and skill-sets and are empowered to meet the dynamic challenges in the global landscape.

SBC's mission is to establish itself as a premier educational institute, which is focused on imparting relevant courses specific to the various media verticals; and creating professionals who are comparable to the best talent present anywhere in the world.



Awards & Achievements

Strategic Alliance with leading Australian Universities

Keeping in tune with all-round globalization, SBC entered into a strategic alliance with Australia's leading Universities.

Deakin University

SBC and Deakin signed a M.O.U. to work on specific fields of interest to both institutions. The salient features of this collaboration includes student and faculty exchange programs, credit transfer facility, initiating media research, lectures and conferences. There would also be joint identification and implementation of academic programs and projects. Besides this educational resource materials and publications will also be shared between the two institutes.

Edith Cowan University

SBC and Edith Cowan University signed a M.O.U. for students exchange and credit transfer facility.

As a foreword to this alliance, five distinguished faculties from Deakin including Head of Faculty of Arts at Deakins, Prof. Michael Meehan conducted a workshop in SBC for students of SBC

SBC-Voice

SBC students launched their very own Newsletter called 'SBC- VOICE'. Besides covering the happenings in the Indian media industry, SBC- voice also technically reviews the landmarks across media on a global level. SBC- VOICE is solely managed and published by the students of SBC.

Destination - USA

In the year 2007, 3 SBC students were selected out of 21 from the entire country for an all expense paid three-month internship to USA, through SIFE, the world's largest student organization.



Awards

Best College Awards

2006

A dedicated and hard working team of 10 SBC students got laurels for SBC by winning the coveted "Best College Award" at "D.Y. Patil College Act Fest'06", by grabbing 1st or 2nd place in almost all the events held. SBC students won in competitions like Ad. designing, solo dance, script writing, Ad-mad show, group discussion, tattoo making, elocution, treasure hunt, singing and hair styling.

2011

"College of the Year " award by participating & winning in most categories at 'Ray Film Festival.'
"Best College Award" at "Mediapolis Festival"

2012 & 2013

SBC students won "College of the Year " award by participating & winning in most categories at 'Ray Film Festival'.

2015

Students of SBC won the "College of the Year" award at 'Ray Film Festival'.

2016

SBC students secured "College of the Year" award at 'Ray Film Festival'.

2017

SBC students participated & won several awards in various categories at "KSHITIJ" an event organized by Mithibai College

2018

SBC students participated & Won many awards in different categories at "KSHITIJ" an event organized by Mithibai College Arts & "UMANG" organized by Narsee Monjee College of Management Studies. "ATHARV FEST" organized by IIM Indore

2019

Students of SBC won several awards in various categories at "TARANGAN" an event organized by Thakur College of Science & Commerce. "TALENZZIAA 12" organized by Tolani College of Commerce, "METAMORTHOSS" by MET College & "AARSH" organized by JVM Aroli.

2020

Our students have secured position and awards at "CONNESION" organized by Thakur College of Science & Commerce, "ELIXIR" organized by Khalsa College & "MEDIATHON" by St. Paul's

Achievements



Indo - Hungarian Educational Exchange Programme - 2009 Under Indo-Hungarian Educational Exchange Programme, School of Broadcasting & Communication invited, received and felicitated Dr. Gyorgyi Vajdovich, an eminent Hungarian Film Historian, Professor and Researcher, for her International Research Project on Globalization of Hindi Films.

She was SBC's guest in Feb-March 2010 and meetings & interviews with top Indian film directors and producers were organized for her. Dr. Gyorgyi also delivered a three day workshop for SBC students on "Narrative & genre differences in scripts of Hollywood and Bollywood films".

Talkie 75 - 2007

School of Broadcasting & Communication jointly with Indian Organization of Mass Communication embarked upon to celebrate 75 years of Hindi Talkie Cinema. The Indian Talkies completed 75 years of existence on 14th March 2007 and a great event in which the entire film industry, stars and technicians participated and the Late Legend 'Dev Anand' highly praised the efforts of SBC and IOMC. During the event, living legends of the Hindi Film Industry were honored.

National Symposium on Journalism - 2009

Makhanlal Chaturvedi National University of Journalism & Communication and School of Broadcasting & Communication organized and hosted a two day symposium on "Hindi Journalism in Independent India".

Eminent day and veteran journalists including Mr. NandKishore Nautiyal, Mr. Vishwanath Sachdev, Mrs. Pushpa Bharti, Mr. Kumar Prashant, Mr. Lalji Mishra, Mr. Manhar Chauhan, Mr. Vinod Tiwari, Mr. Sachindra Tripathi and many more presented their views and papers during the discussion. The symposium was presided by the Vice Chancellor of MCNUJC, Mr. AchyutAnand Mishra.



Achievements

Achievements @ Film Festivals

SBC students participated in various film Festivals & brought glory to the institute by winning / getting nominated at:

"Ray film Festival", Mumbai, in short films, 48 sec. one shot film & Film review writing categories.

"Roto fest Film Festival", Mumbai, in 3 min. short film category

"International India Youth Film Festival" in short film category

"Mumbai Women's International Film Festival" - nomination of a short experimental film 'The Hands of Crime'

"Darbanga International Film Festival" – nomination of students film's

At "Article 19", Manglore – A Public service Ad. Film 'FEMALE FOETICIDE' won "EXPRESS AWARD"

"Bhumika International Film Festival" – award for best PSA film & nomination for documentary film 'The Jewel of Kashmir'

"Frame Film Festival" – nomination of students films

Community Radio Stations

SBC along with Govt. of Madhya Pradesh made 3 Community Radio Stations in Jungles of Madhya Pradesh for Tribal Development. SBC even trained and empowered the Tribal to write, produce, edit and broadcast their own programmes.

In Valley with Indian Army

Northern Command, Indian Army, invited SBC students in 4 batches, 2 batches for Valley area and 2 batches for Rajouri areas, in 2012. SBC students made many documentary films even on sensitive issues like 'Living on the Edge', 'Awaiting their Return' etc. for the Indian Army, which were appreciated a lot & telecasted by the Indian Army.



Proud Moment

“

Recommending Mr. Hamdhoon Rashad of Television Maldives to SBC:

“I am very keen for him to study journalism in India where he would be challenged to think in different ways, to question everything and to be thorough with the opportunity for work experience in highly professional broadcast newsrooms would be invaluable. I recommend him to you without hesitation as I think he has a great career ahead of him”.

Suzanne Yates,
Training Manager
BBC News, London



“

Dear Mr. Choudhary

Voice International would like to thank and acknowledge the service of SBC in providing and facilitating professional correspondence for our Newsroom in Australia.

Most notably, we would like to thank Mr. Tushir Choudhary for his efforts in assisting to arrange special correspondence of the Indian Elections 2004 via Smarika Rana. Mr. Choudhary has also arranged several interview occasions with students regarding their perceptions of various social and political issues.

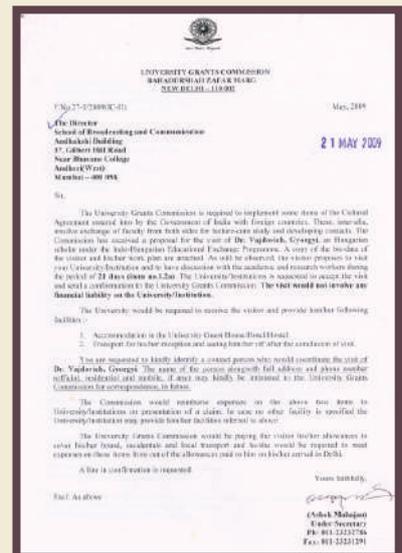
The commitment of SBC in Nurturing professionalism, Credibility and integrity in its students was clearly demonstrated through the co-operation of its faculty with our international radio station.

As an international broadcaster into Greater Asia, Voice International Expresses its deepest gratitude to SBC, with special regards to Mr. Choudhary for his personal oversight of the project to develop stimulating and professional programming for voice International.

With Kind Regards

”

Stuart Cranney,
News Services Co-ordinator
Voice International, Australia



Workshops

Advertising by Ms. Aarti Madan

Mobile Journalism by Mr. Mrityunjay Bose

RJ by Mr. Kamal Sharma

Radio Production by Ms. Sonali Naphade

Creative Writing by Ms. Nikita Sarmah
(Effective Writing in Media)

Voice Modulation by Ms. Nimisha Sirohi

Direction by Ms. Aastha Puri

Art of Anchoring by Ms. Chhavi Gaur

Documentary Production by Mr. Satish Bhatia

Camera & Photography by Mr. Subodh Patidar

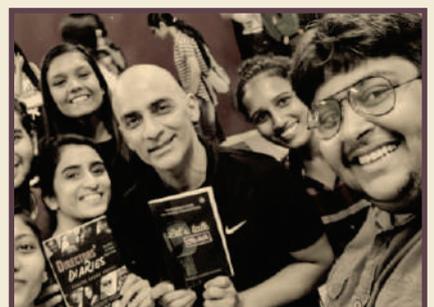
Film Making by Mr. Suresh Dixit

Radio Production by Mr. Noel Keymer

Flash Fiction by Mr. Jyoti Vora

Script Writing by Mr. Manoj Santoshi

Foley Sound by Mr. Karan Arjun Singh



Jobs & Placement

Our students are well placed and working with almost all Top Brands of the Media Industry,



COMPANIES/ORGANISATIONS	NAME OF STUDENTS	DESIGNATION
ShiftCode Analytics	Srishti Sharma	Business Development Manager
In Galaxy	Simran Agrawal	Content Specialist
Concept PR	Pratikshit Yash Sharma	PR Manager
Tafreen Studios	Taha Parvez Pathan	Production Manager
Creativeland Asia	Akshita Mandloi	Creative Operations Partner
SoCheers	Abbas Merchant	Senior Account Executive- Brand Experience
Quipp	Asmita Ganguly	Social Media Strategist
GDigiLocal Social Media Digital Marketing Agency	Muskan Bothra	Senior Social Media Manager
Indian Football Association	Akash Shaw	Operation Executive
The Practice	Shivani Mittal	Account Executive
R Interactives	Atharva Paunikar	Performance Marketing Specialist
Urja Communications Pvt. Ltd.	Swetabh Shekhar	Copywriter
Annapurna Group	Smrity Das	Copywriter
Influencer.in	Divyansh Dubey	Influencer Marketing Specialist
PrabhGun GlutenFree Organics	Jaisleen kaur	Head of Marketing Communication
Indian Expree	Surbhi Jain	Digital Marketer
Medison World	Kenishya Nemiraj	Public Relations Executive
Byju's	Sheza Parveen	Mentor
Inside Sports	Raj Sarkar	Content Head MMA
Glad U Came	Jyoti Kumari	Senior Influencer Marketing Executive
Glad U Came	Nisha Singh	Influencer Marketing Executive
StoryTailors	Rishav Kumar	Trainee SEO
Evoc Communication	Nikhil Bharti	Associate Consultant
Republic Media Network	Nripendra Singh	Digital Content Writer
TopGear India	Anant Pandey	Correspondent and Bike Reviewer
Chronicle Ventures	Priyanka Afonso	CopyWriter
Optimystix Entertainment India Pvt. Ltd.	Shashank Shekhar	Creative Assistant Writer
Velocita Brand Consultants	Agrima Anand	Copywriter
AID Organisation	Naman Bhatnagar	Founder
PrimeSoft Solutions	Brishti Banerjee	Content Writer
Glad U Came	Akansha Srivastava	Influencer Marketing Executive
Impact For Change	Mrunal Tadas	Content Writer
Sony Pictures Networks India	Gauresh Mahadik	Sports Meta Data Operator
Up Market Research	Swapnil Hedau	Content Writer
DNP India	Akshat kashyap	Content Writer
Algomage	Hardika Thakkar	Marketing Executive

COMPANIES/ORGANISATIONS	NAME OF STUDENTS	DESIGNATION
Scatter	Earl Almedia	Costomer Success Executive
Tonic Worldwide	Disha Sinha	Copywriter
1 H	Debasmita Guha Paul	Public Relations Executive
Framed Media	Himanshu Sharma	Web Content Editor
Avian WE	Sayani Banerjee	Jounior Account Executive
Adfactors PR	Aindrila Chatterjee	PR Specialist
Contiloe Productions	Satvik Pathak	Assistant Casting Direcor
ABP News	Lata Sharma	Reporter
Susamp infotech	Ronak Rajesh Dhrafani	Digital Marketing Executive
The 23 Watts	Md. Ashad Akhtar	Communication Professional
PMJ Gems & Jewellers Pvt. Ltd.	Nikki Patel	Senior Executive Content Writer
CollegeTips.in	Anjali Patel	Assitant Community Growth
Go Dharmic	Vidhi Hiten Shah	Social Media and PR Executive
Genesis Advertising	Shemanti Mondal	Senior Account Executive
Treeshul Media Solutions	Ansruta Chakraborty	Publicist
Storynmore	Disha Guha	PR Specialist
Apna	Poulomi Singh	Operations Executive
Adfactors PR	Hena Chawla	Communication Professional
Hansa Cequity	Bainab Ganguly	Senior Executive- Digital Solution
FITTR	Tanaya Behra	Costomer Delight Executive
Pocket FM	Roshni Mishra	Content Editor
Jio	Karishma Chawla	Assistant Manager-Content
DXN Internation	Pooja Singh	Direct Sales Representative
The Monk and The Warrior Production	Baisakhi Sarkar	Production Assistant
Medi Assist	Harsh Dugtal	Writer and Communications Specialist
Algol Films	Swapnil Jaiswal	Filmmaker/Director
The Other Circle	Vaishnavi Zambre	Public Relations Executive
Blue Lotus Communications	Roosh Sindhu	Operations Executive
Salaam Bombay Foundation	Pragya	Communication Executive
Colleen Tandem PR	Meenakshi Singh	Public Relations Executive
FoxyMoron	Tanvi Srivastava	Associate Creative Manager
VerSe Innovation	Sampriti Shaha	Community Manager
Geezy Global	Kritika Sharma	Strategy and Growth Manager
Deloitte	Surbhi Mudgal	Senior Analyst
Mirchi	Prakruti Dong	Producer- Audio Content
Ogilvy	Subhasree Bose	Senior Account Executive
Fast& Up India	Saloni Singh	Head of Public and Media Relations

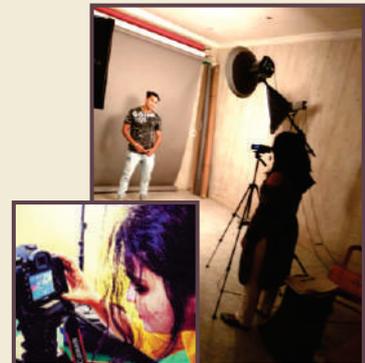
Production Facility

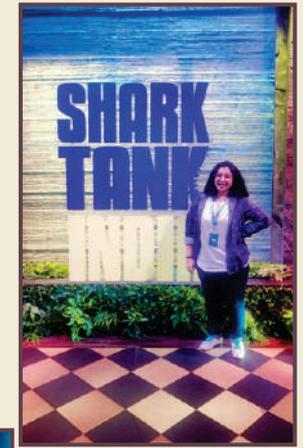


SHAMBHALA
SUBLIMATING MEDIA

A small step in this arena is the launch of our in-house production set-up called SHAMBHALA, through which we wish to give non-stop production opportunities to our students and in turn hone their hidden talents and skill sets. We want to give wings to their ideas by giving them a stage to showcase their talents and to experiment fearlessly, being a part of the SBC family. Shambhala should prove to be a playground for their technical & holistic development.

Life is tough with its ups and downs, hence our priority is to make our students confident, fearless and self-reliant in such a way that they not only grow in their professional space but also evolve as better human beings and be ready to face the challenges of life on all





Students Speak

School of Broadcasting and communication is the place where i had the chance to meet like minded fun interactive people. The open environment did not restrict the ideas and aspiration of students and that was refreshing. Getting the chance to meet people from all over the country , a chance to know their culture and eating their food was a pleasant surprise. A lot of amazing moments and events made these years really special and it is a place that will always stay with me. The workshops, movies on Saturdays, the madness of the fest and crazy attendance stories are sure to turn into nostalgic tales. My journey from my home to this city and this institute has been nothing short of hilarious and I am sure to miss it forever.-

- Kritika Sharma
(MAMC)



If I talk about the golden days in SBC, there will be nothing special in it because college days are Golden in itself for everyone. But for me, it's not just a memory which I lived in SBC , it's a Part of Life which gives me strength and Motivation to move forward. The best part of SBC is, SBC trains even a below average student for this competitive Era. As a result, SBC has left an indelible impression in the field of Media with a short period. I will always be thankful to the entire team of SBC for making radical changes in their students.

- Anzar Ahmed Chand,
(MAMC)

Being a student of broadcast journalism at SBC, I can say that it provides a great exposure in the industry along with internships with the big hogs in media like Zoom, Reliance media Zee media Viacom 18 as well as and enlightening workshops. The ambience makes it easy for a student to learn and everyone gets a chance to showcase new talent on plethora of extra curricular activities that the institute offers hence compelling every student to explore and pursue his / her extra talents such as Photography Competition, Short Film Production, Music , Dance and a lot more. Another feathers in the cap are Professors from this industry, who imparts quality education to the students. Never a student can find himself/herself lost in a concept and professors not being able to rescue. Library answers all the queries in terms of books , periodicals etc. The infrastructure of the college speaks for itself.

- Shreyasi Maity
(MABJ)



Regular classes held at our college to help us with aptitude and technical skills of great help. My two years in School of Broadcasting and Communication have been excellent and a memory to cherish for lifetime. The years spent here have been full of learning opportunities that were full of fun and frolic and sometimes with academic grind that one has to go through. The exposure makes you a better person to face the challenges of the corporate world. SBC is a place of learning, fun, culture, lore, literature and many such life preaching activities. Studying in SBC brought an added value to my life.

Kavita Pillai,
(MABJ)

After coming from diverse professions when I first started at SBC, I was unsure about my future and anxious about the different challenges I was heading forward to face. But SBC gave me the support and confidence to grow both personally and professionally. Professors here are really kind and their way of teaching is really interesting, it gave me an opportunity to learn and grow gradually. SBC helped me develop a positive attitude towards my studies and discover more about myself. The thing I admire the most about SBC is the support I received from everyone which helped me balance my studies along with my internships / job. I also made a few very good friends who became my Mumbai family and SBC my second home. I will forever cherish the memories I made here.-

- Prakruti Dong,
(MAMC)



My 2 years at SBC have been excellent and a memory to cherish for lifetime. the classes are very interactive and faculties ensure that every student understands what is being taught before proceeding. The college environment provides us a platform where we can develop ourselves uniquely and prove to be an expert in highly competitive world higher studies a perfectly balanced with extracurricular to achieve overall development of the students. I have received a great support from faculties and thank them for the same.

- V.Prithvi
(MAAPR)

At School of broadcasting and communication, I have got in touch with many media personalities, many creative young people. Students here are more like family to each other and the best part is you get to learn humanity, friendship and bonding here. There is no space for formalities towards juniors or seniors as we believe we all are equal and respectable for some or the other capabilities and talents.

- Pradumna Deshpande
(BAMC)



SBC is a family and being the youngest batch of this family, we the first year bad has received in immense love from the faculties as well as our seniors. Unlike the fictional college horror stories that probably we all would have heard, our dear seniors are way too cute!!Well do not kill me for the word cute, I will explain why! Firstly whenever they see us, the smile and ask us how we are doing and if we need any help professionally or personally. Also I have few of them very close to me that they almost treat me as their sibling. Right from offering me ice-cream to hugging me when I was crying, from appreciating my skills to having an argument, from having conversation with me to making me a part of their world, the seniors are the best thing happened to me in SBC

- Anjali Gupta
(BAMC)

Students Speak

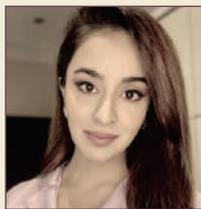


SBC was not only a college but was a second home to me. Coming to SBC was the right choice of my life. Because of SBC I got the opportunity to come to Mumbai and explore myself. SBC became a family far away from home. SBC gave me many things – Learning, Friends, Sisters, Love, Experience. The three years in SBC will be the most memorable ones.

- Pranami Das
(MAAPR)

Talking in individual capacity, I found SBC quite an exciting place to be in. Obviously it'll sound like an understatement but I mean it genuinely. For any student who fancies the idea of studying in a college equipped with all kind of amenities and state of art college infrastructure, which SBC has more or less we were blessed to have such good people around. Besides what fascinated me most was the close knit family of SBC. Everybody ranging from college staff to faculties worked together to make conducive atmosphere for learning. Studying in such a college gives you an opportunity to learn and know others well. Overall I would say that the experience was quite overwhelming and it has been good three years. Thank you!

-Amit Mishra
(BAMC)



I had a great experience in this college, a lot of beautiful memories and this college has given me the opportunity to seek good knowledge. Thankful to the awesome faculties who have been jovial & supportive and well always be thankful to Jhanvi Ma'am & Tushir Sir who guided me to complete Masters Successfully

Musskan Sethi
(BAMC)

I am happy with SBC, because, they gave me new birth!!! It was very good experience with School of Broadcasting & Communication. Thank you so much Tushir Sir for guiding me. Thank you Jhanvi ma'am for guiding me. Thanks to all SBC members. SBC is now my family. LOVE YOU SBC SBC ALWAYS ROCKS!!!

- Shaguni Mehta
(MAMC)



SBC is a very experienced and friendly institution. SBC helps out students who need guidance in choosing a particular stream as well as guides to get a job. SBC provides with good job opportunities. SBC has helped me getting all the adequate education needed to enter the advertising field. The faculty are always cooperative as well as the office staff is very helpful whenever you are in doubt. The college is very attentive as well as gives fast response to you on any doubt or matter you need regarding education. I have observed even passed out students are helped by the college regarding jobs and doubts. Very good Institution to learn media from and understand the media field.

- Yash Rajesh Naik
(MAAPR)

My experience with School of Broadcasting & Communication (SBC) has been really good, our faculty has been supportive throughout the entire experience. I have learnt a lot in this 2 years of my Masters Degree. SBC has been my second family here in Mumbai. Thanks to everyone who have been part of this journey.

- Prasadha Bhaaumik
(MAAPR)



My experience with School of Broadcasting & Communication was very fulfilling and pleasant. The faculty as well as students were so friendly and good natured. I learnt a lot about my subject of interest i.e. Media. It gave me immense knowledge about the theory aspect of my on-field work i.e. Acting. I am currently working on a film and have learnt a lot through this institute about what goes behind the making of a film.

- Karishma Gopinath
(MAAPR)

Being a student of SBC was a great experience in all. A platform to learn and earn concept which SBC has provided us. These past three years have taught me as well as helped me to grow. SBC is a great platform for the upcoming media seekers. Going to miss SBC Days.

- Urvashi Jadhav
(MJ)



Management & Faculty



Dr. Tushir. S. Chaudhary (Founder Director)

Mr. Choudhary has almost three decades of experience in the fields of Media & Health Communication. Having started SBC in 2002, Mr. Choudhary made many Community Radio Stations in jungles and tribal areas of Madhya Pradesh, for Tribal Development. He is also a well-known social worker and has carried out several prestigious projects related to women and child development, health, education and culture on a nationwide basis. He believes in the morality and ethics of mass media and relentlessly pursues to incorporate these values in tomorrow's budding media professional. He holds a degree in mechanical engineering, pg. in export- import management, masters in journalism & mass communication. His stint in tribal regions drew his attention on the pathetic state of menstrual hygiene and associated infections in the country, resulting in providing a low-cost high-quality sanitary pads for the poor. Since last few years, he has been breaking taboos and holding free seminars on menstrual hygiene and associated infections and has also been distributing free pads to the poor.



Mr. Dharmendra Gupta (Director)

A noted educationist of central India, Mr. Gupta has about three decades of experience in the field of managing and imparting "Higher Education". He has established several successful educational institutes across the country that impart professional degree courses in streams like Engineering, MCA, MBA, Dental, Medical, and Pharmacy. He holds a degree in Mechanical Engineering.



Ms. Chhavi Gaur
Executive Director

With an M.Phil., Master's and Bachelor's degree in Mass Communication & Journalism, Ms. Chhavi Gaur has over a decade of experience in Creative, theatre and media production with organizations like Doordarshan, Eros Now, Paperback Productions etc. and as a Creative Head for shows for few channels like Colors, Star Plus etc. An excellent human being with compassion and passion for social work and teaching, Ms. Chhavi has even worked with tribal in remote areas and taught, groomed, counseled and helped numerous under-privileged children.



Mr. Kamal Sharma (Radio Professional)

An accomplished, multi-talented radio professional; Broadcaster, Announcer, Producer, Compere and Artist par excellence with an outstanding contribution to All India Radio, spanning 33 years. Gained considerable proficiencies in Radio Feature, Radio Serials and Promos. Acknowledged for a number of pioneering works. A creative thinker, conceptualizer and collaborator in constant pursuit of excellence.



Mr. Udayan Bhattacharya (Public Relations)

Mr. Bhattacharya has almost five decades of experience in Public Relations & Corporate Communications with organizations like ONGC and Essar Steels. He has over fifteen years of experience in teaching public relations and corporate communication in various colleges. He holds Masters degree in history and is been professionally trained in Mass Communication.

Management & Faculty

Prof. B. K. Giri



A graduate of National School of Drama, New-Delhi, Mr. Giri was invited by the West German Government on Advanced Vocational Training in TV & Film Production and Direction with N.D.R , West Germany. He taught at the F.T.I.I, Pune for 5years. With around 33 years in Doordarshan, he Produced & directed numerous programmes and was recipient of National Award for his documentary film "From Darkness to Light". Besides programs with leading musicians, he did special Investigative interviews with famous Don Haji Mastan and DakuMansingh. He was assigned a very specialized task of interviewing Russian Premier Mikhail Garbachavby then Prime Minister Mr. Rajiv Gandhi.

Mr. Surendra Tanna



With a Masters degree in Adult education & Diploma in Journalism & Communication, Mr. Tanna has over 40 years of experience in Media Training in subjects like writing for Newspapers, Writing & Producing Programs for All India Radio and Doordarshan. He has also served on various boards & committees on education as Consultant, Director & Chairman.

Mr. Vishwanath Sachdev (Current Affairs)



A very familiar face on television talk shows as a panelist specializing on current affairs. Mr. Sachdev possesses more than five decades of experience in journalism. For thirty-eight years he has worked with "Times of India", of which fifteen years have been as the 'Chief Editor' of 'Navbharat Time'. Presently he is the Editor for Navneet group of Publications. He has done his master's degree from Jaipur University, and a diploma in Journalism from Nagpur University.

Mr. Mrityunjay Bose (Writing for Media)



With over 22 years of experience in reporting, Mr. Bose has carved a name & repute for himself, starting from a small weekly, Careers and Business Times, he has worked with The Free Press Journal, United News of India, Maharashtra Herald, Head of Bureau for Mumbai for Sakaal Times, he is at present Chief Correspondent for Deccan Herald. He has also authored a book- War Zone Mumbai- based on the Nov, 2008 Mumbai terror attacks. He also contributes for Science Reporter and other management colleges. A very energetic and active journalist, Mr. Bose is also the treasurer for Mumbai Press Club and has been organizing "Red Ink Awards".

Mr. Mukesh Sharma (T.V. News Production)



A very dynamic media professional, Mr. Sharma has been associated with Film and Broadcasting industry since last 40 years. He has produced and directed feature films and numerous television programmes, live and recorded. He has served as the Director of Mumbai Doordarshan, Director All India Radio, Managing Director of Films Division of India and Additional Director General of Prasar Bharti. He holds a Masters Degree in Broadcast Journalism from School of Broadcasting & Communication, Mumbai. He has also authored a book "ABC of Broadcast News".

Management & Faculty



Mr. C. Gurunath (Sociology)

Mr. Gurunath holds a Master's Degree in Sociology and has spent his entire career in the Television Industry. After retiring as the Director of Mumbai Doordarshan, he headed Cinevistaas as the C.E.O. for 10 years.



Mr. Kevin .J. D'Souza (Computers)

Currently the Director of Net online Intercepts Pvt. Ltd., Mr. D'Souza has conducted various seminars and software training programs for corporate Companies in MS- Office & Photoshop and taught computers in educational institutes. He successfully developed & implemented an ERP software, HR software for hotel industry and QR at BMC, Hotel Le Royal Meridian, Vidhya Vikasini, St. Francis Institute of Technology, KPMG etc.



Mr. Manoj Santoshi (Visual Media)

Noted writer for the best comedy show on Indian Television "Bhabhiji Ghar Pe Hain", Mr. Santoshi is a film actor, writer and music director. He is known for the films, Aagey Se Right (2009) and Overtime (2012). He also composed music for the film Overtime(2012).



Mr. Satish Bhatia (Television- AV Production)

With over thirty years of experience with Doordarshan. Mr. Bhatia was the first Indian cinematographer to visit "The United Nations" and "The White House". He has shot several renowned television shows like "Yeh Jo Hai Zindagi" Amongst other productions. He has done his bachelor's degree in Science from Punjab University and a Diploma in Cinema from FTII, Pune.



Ms. Kanchan Mishra Chaudhary (Media Laws & Ethics)

A law graduate, Kanchan is a multi-talented media personality with over 15 years of experience as a Radio Jockey with All India Radio and a Voice-artist. Apart from teaching Media Laws & Ethics, she is always working for betterment & upliftment students at every stage and is very passionate about her duties as a professor and as a mentor to her students.



Ms. Sonali Naphade (Radio)

Ms. Sonali has ten years of experience as Radio Jockey at All India Radio. She was also producer at Banyan Tree Communication for in house production like Mahabharata, Bible and Dramas. She has also worked with Hungama Digital Media Entertainment Company as Assistant Manager.

Management & Faculty



Mr. L. N. Bajjal (Transcreation)

Amongst the best known language communication specialist, Mr. Bajjal has over 40 years of experience as a Hindi Copy-writer. He has to his credit numerous nationally known campaigns including Thumps-up (Toofani-Thanda), Vicks lo khich khich dur karo, LIC --Zindagi ke saath bhi, zindagi ke baad bhi etc. He was also head of the language department in Everest Advertising.



Ms. Sharika Kaul

Ms. Sharika Kaul is a Brand Strategist and advises companies on how to build their businesses. She has spent 18 years working in media and consumer oriented industries. Her last corporate stint was with Network 18 where she was a network strategist, where she led strategy for multiple businesses across television, publishing and internet. She designed strategy for Network 18's digital business and grew it 4-fold.



Ms. Ikroop Kaur Chamba

Ms. Chamba is an alumini of Lady Shri Ram College for women where she studied Journalism and later finished her Post Graduation in Advertising and Marketing from Xavier's Institute of Communication, Mumbai. Over the past fourteen odd years, she has worked in fields of Advertising, Radio, Television, Voice-overs and Internet.



Ms. Nimisha Sirohi

Ms. Nimisha is a professional voice over artist who has been in the industry for the last 7 years. She is an expert in the field of voicing for radio, television, corporate films and IVRS scripts. She pursued her BA (hons) in Journalism & Diploma in Mass Communication & later went to Warwick University, UK to follow a Masters in International Relations.



Ms. Sutikshya Mallick

Ms. Mallick had completed Masters in Electronic Media from the University of Mumbai. With several international and national papers, she was the visiting faculty in WLC, and Harkisan Mehta Institute of Media, Research and Analysis (Mithibai Campus).

Currently, she is associated with Times NOW (Digital) as a writer/editor (Business Desk)



Ms. Gitanjali Bora

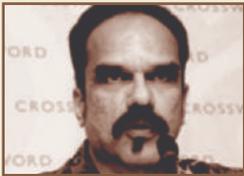
With an education background in both Mass Communication & Public Relation, Gitanjali has handled brands like HBO, ITM group of Institution, Jaslok Hospital etc. She has also worked with the Editorial Team of India's top HR Magazine. Currently she is working as Internal PR Manager for Asia's largest crowd funding platform "KETTO" & Bollywood actor Kunal Kapoor. Beside publicity and crisis management, she loves animals, internet & exploring different places.

Management & Faculty



Ms. Heena Kumawat

Ms. Kumawat is a media professional for the last 17 years. She has worked with many leading brands like ZEE, IBN7 & P7. She was an entertainment editor at P7 & currently she is a writer for BBC news Hindi.



Noel Keymar

Mr. Noel Keymar is a man of all seasons. He is a Radio Jockey, Copywriter, Trainer, Author and so on. He has worked for 93.5 RED FM & AIR 107.1. When Noel started his own company, there was an exodus of all the marketing executives, which inspired Noel to name his new venture EXODUS (the second book of the Bible), interestingly enough, EXODUS when expanded, reads as, Events, Exhibitions, Outdoor Utilities & Services, which is exactly what his company does. Noel then formulated and floated SFX (Sound Effects) with old friend and now partner Christopher Rodrigues.



Mr. Anurag Pandey

Mr. Anurag, a Social Media enthusiast has always been inclined towards the digital medium. He believes in expanding his horizons of creativity through continued study and research. Over the years he has had some great insights into digital practices along with analytics and content planning, with some of his notable projects like Fox Star India's Deadpool Movie, X-Men: Apocalypse, Ice Age 5, Independence Day: Resurgence. With a Degree in Mass Communication from SBC, Mumbai, Anurag has worked on various National & Global conferences of ET-Edge (A Times of India initiative).



Ms. Nikita Samrah

Ms. Nikita is a Digital Marketing Specialist at Lemon Yellow LLP. With over 6 years of experience in content creation. Her expertise includes writing blogs, articles and conceptualizing marketing strategies for lifestyle, fashion, finance & food. A flamboyant creative writer, Nikita holds a Masters degree in Advertising & Public Relations from SBC, Mumbai.



Ms. Aarti Madan (Advertising)

Ms. Madan conducts workshops on Advertising & Brand Management. After completing her Mass Media Study she worked with Ogilvy One Worldwide as Account Director. She had also work experience as Business Group Head in Group M India.

Infrastructure & Facilities

Auditorium

SBC has a own auditorium with seating capacity above 400 students Well-equipped Chroma studio with state of the art 4k production facilities Recreation Center TT, Carom Board etc.



Library and Documentation Unit

SBC has a well-equipped library with books, audio and video collections on various subjects. All major national and local newspapers in Hindi and English are subscribed. It also subscribes to important national and international professional journals. Film and video shows, discussions and book review sessions are arranged by the library regularly. The library invites experts to speak on current topics and to share their professional experiences.



Audio & Video Production Lab

School of Broadcasting & Communication has its own well equipped studio for television and radio software production and professional non-linear editing set-up for broadcast quality production. School Broadcasting & Communication also has strategic alliances with major studios & production houses.



Computer Lab

School of Broadcasting & Communication has a state-of-art computer laboratory. E-Mail, Internet, LAN and multimedia facilities are provided in the computer lab. Trained professionals for guidance and tutorials support this laboratory.



Editing Lab

School of Broadcasting and Communication has its own Editing Lab with Corel, Photoshop, VIDEO (Avid, Abode Premier) AUDIO (Sound forge, Pinnacle Studio) & ULead Studio.



Recreational Room

In SBC campus students will find a room dedicated for recreational purposes which includes Table Tennis, Carom Board , Drum sets etc.



Common Room

A perfect place for relaxing and interacting with the people.

The Pedigree

Makhanlal Chaturvedi National University of Journalism & Communication



Late Shri Pandit Makhanlal Chaturvedi
April 04, 1889 - January 30, 1968

Pandit Makhanlal Chaturvedi ji (1889-1968), after whom the Makhanlal Chaturvedi National University of Journalism & Communication has been named, was an ace poet, writer and journalist of India who acquired nationwide renown not only for his literary creativity and might of his pen but also for his undaunted participation in the national struggle for the freedom of India.

Panditji was a true disciple of Shri Balgangadhar Lokmanya Tilak and Mahatma Gandhi, and was a rare combination of Tilak – like fiery patriotism and sacrifices and Gandhian non-violence, self-abnegation and simplicity.

He was the illustrious Editor of "Prabha" and later "Karmaveer", the journals which hit out at British imperialism and inspired the contemporary generation to throw off the yoke of alien slavery.

The British rulers repeatedly incarcerated him and his journals forcibly closed down with forfeiture of security deposits by the Government time and again. But the British excesses could not bend the will of the valiant patriot – poet, who, once out of jail, indefatigably restarted his publication to mount assaults against the British imperialists as well as inner weaknesses and evils of the Indian society.

After freedom was won in 1947, Panditji refrained from seeking a share in power and continued to exhort people through speech and writing to toss off social evils and build an exploitation-free, equitable society as envisioned by Mahatma Gandhi.

A famous Poem "Pushp Ki Abhilasha" of Panditji, is presented in his own handwriting:



Affiliation, Association & Recognition

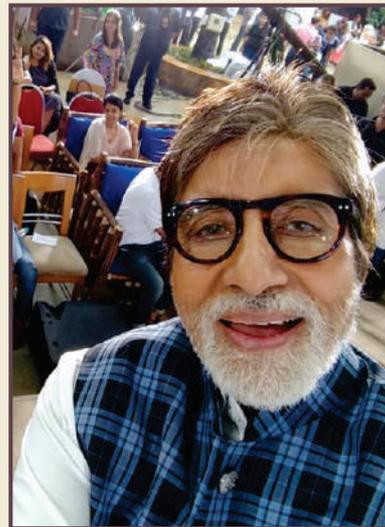
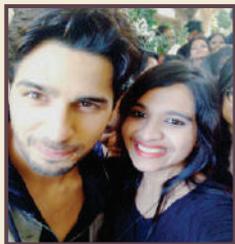
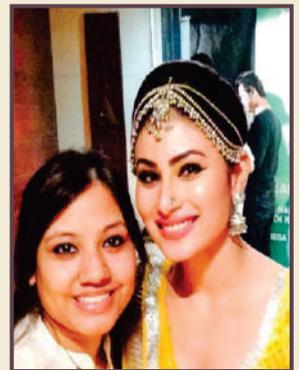
Today, the university has become an institution of repute in various disciplines ranging from journalism, mass communication, public relations, advertising, photography, radio, television, cyber journalism, videography and printing technology.

The Vice-President of India is the Kuladhyaksha of the university. The Chief Minister of the province of Madhya Pradesh is the Chairman of the general council, which is the supreme decision making authority. The council includes a member of the Lok Sabha, a member of the Rajya Sabha, chairman of the Press Council of India, 10 members representing different states of the country – five of them appointed by the chief ministers and five representing five Indian languages.

Makhanlal Chaturvedi National University of Journalism & Communication is a statutory University. The UGC has issued an official memorandum No. 9-4/92 CPP-1, dated 27th November 1992 in this regard. The University is a member of Associations of Commonwealth Universities (ACU) London. The University is a member of Association of Indian Universities (AIU). SBC have strategic tie ups with Deakin University and EDITH COWAN University, Australia.



Happenings @ SBC





Master Degree Programme(s)

Master of Broadcast Journalism

Course Content

- Semester I
1. Introduction to Broadcast Media
 2. Communication : Theory & Practice
 3. Writing & Media Language for Broadcast Media
 4. Application of Computers In Broadcast Media / Communication for Sustainable Development
 5. Open Elective (To be decided by the University)
- Semester II
1. Radio Scripting & Podcasting
 2. Reporting for Broadcast Journalism
 3. Video Editing & Graphics
 4. Management & Entrepreneurship for Broadcast Media / Documentary Film Production
 5. Open Elective (To be decided by the University)
- Semester III
1. Research for Broadcast Media
 2. Data Journalism
 3. Media Law & Ethics
 4. Media Literacy, Verification & Analysis / Advertising & Public Relation for Broadcast Media
 5. Open Elective (To be decided by the University)
- Semester IV
1. Anchoring for Broadcast Media
 2. Production Portfolio
 3. Industry Internship
 4. Audience Analysis & Media Consumption / Broadcast Technology
 5. Open Elective (To be decided by the University)



Eligibility : Graduation in any stream from a Recognized University.
No. of Seats : 25 Course Duration : 2 years (4 Semesters)

Master of Mass Communication ---

Course Content

- Semester I
1. Introduction to Socio Economic Polity
 2. Origin and Growth of Media.
 3. Media Language: Structure and Style
 4. Computer Application for Media / Digital and Social Media
 5. Open Elective (To be decided by the University)
- Semester II
1. Reporting and Editing for Print Media
 2. Communication
 3. Radio Programme Production
 4. Development Communication / Writing for Media
 5. Open Elective (To be decided by the University)
- Semester III
1. Reporting & Editing for Electronic Media
 2. Theories of Communication
 3. Television Programme Production
 4. Advertising / Media Business Management
 5. Open Elective (To be decided by the University)
- Semester IV
1. Communication Research
 2. Media Laws and Ethics
 3. Public Relations and Corporate Communication
 4. Entertainment Communication / Visualization and Script Writing
 5. Open Elective (To be decided by the University)



Eligibility : Graduation in any stream from a Recognized University.
No. of Seats : 25 Course Duration : 2 years (4 Semesters)

Master of Advertising & Public Relations

Course Content

- Semester I
1. Origin and Growth of Media
 2. Media Language: Structure & Style
 3. Introduction to Socio - Economic Polity
 4. Basic Computer Skills for Media / Communication Theories
 5. Open Elective (To be decided by the University)
- Semester II
1. Principle of Management
 2. Advertising Management
 3. Public Relations Practice
 4. Multimedia Tools & Technique / Development Communication
 5. Open Elective (To be decided by the University)
- Semester III
1. Marketing Management
 2. Tools & Techniques of PR
 3. Research Methodology
 4. Digital PR & Advertising / Media Laws & Ethics
 5. Open Elective (To be decided by the University)
- Semester IV
1. Account Management & Media Planning
 2. Corporate Communication
 3. Creative Communication
 4. Graphic Designing / Brand Management
 5. Open Elective (To be decided by the University)



Eligibility : Graduation in any stream from a Recognized University.
No. of Seats : 25 Course Duration : 2 years (4 Semesters)

Master of Journalism

Course Content

- Semester I
1. Origin and Growth of Media
 2. Introduction to Socio-Economic Polity.
 3. Media Languages Structure and Style
 4. Communication Theories / Culture, Media and Communication
 5. Open Elective (To be decided by the University)
- Semester II
1. News Reporting and Writing
 2. Editing Principles and Practices
 3. Computer Skill and page Layout design
 4. Development Communication / Copy Writing on Different Issues
 5. Open Elective (To be decided by the University)
- Semester III
1. Media Laws and Ethics
 2. Broadcast Journalism
 3. Multimedia Journalism
 4. Advertising and Public Relations / Theories of Creative Writing
 5. Open Elective (To be decided by the University)
- Semester IV
1. Communication Research
 2. Ideologies and Contemporary Issues
 3. Project
 - a) Newspaper Production (Individual)
 - b) Magazine Production (Collectively)
 - c) Case Study of Media House (Individual) / Internship based Project
 4. Global Journalism / Sports Journalism
 5. Open Elective (To be decided by the University)



Eligibility : Graduation in any stream from a Recognized University.
No. of Seats : 25 Course Duration : 2 years (4 Semesters)

Bachelor Degree Programme

Bachelor of Mass Communications

Course Content

- Semester I
1. Science of Communication -I
 2. Sociology
 3. Basic Computer Application
 4. English
 5. Open Elective (To be decided by the University)
- Semester II
1. Science of Communication -II
 2. Computer for Mass Media
 3. Psychology
 4. Environmental Science
 5. Open Elective (To be decided by the University)
- Semester III
1. History of Print & Electronic Media
 2. Political Science
 3. News Writing / Print Production
 4. Hindi-1
 5. Open Elective (To be decided by the University)
- Semester IV
1. Reporting & Editing for Print Media
 2. Economics
 3. Gender Studies and Media / New Media and Online Journalism
 4. Communicative English
 5. Open Elective (To be decided by the University)
- Semester V
1. Reporting and Editing for Electronic Media
 2. Development Communication
 3. Advertising / Media Business Management
 4. Hindi-II
 5. Open Elective (To be decided by the University)
- Semester VI
1. Communication Research
 2. Media Law and Ethics
 3. Public Relations / Media, Society and Culture
 4. Non-Linear Video Editing
 5. Open Elective (To be decided by the University)



Eligibility : 10+2 in any stream

No. of Seats : 30 Course Duration : 3 years (6 Semesters)

Certificate Programme(s)

Short-Term Courses

SBC offers various short term certificate programmes on various media related subjects for working professionals and students who are unable to pursue a long term degree programme.



R. J. Course (Radio Jockey)
Duration: 1 month (weekly 3 days)
Fees- 15,000



TV Anchoring & Reporting Course
Duration: 1 1/2 months (3 days a week)
Fees: 25,000
Faculty: Heena Kumawat



Script Writing
Duration: 3 months (3 days a week)
Fees: 35,000
1 project



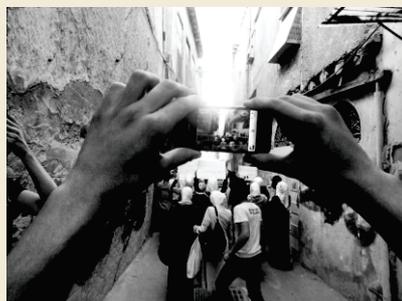
PR Course (Public Relation)
Duration: 1 month
Fees: 15,000



Flash Fiction (T.T.T.)
Duration: 1 1/2 months (3 days a week)
Fees: 12,000



Reporting for Print Media
Duration: 1 1/2 months (3 days a week)
Fees: 15,000



Mobile Journalism
Duration: 1 1/2 months (3 days a week)
Fees: 20,000



Film Making Course
Duration: 2 months (3 days a week)
Fees: 35,000

Admission Criteria

Post Graduate Programme(s)

- Bachelors Degree from a Recognized University
- Entrance examination

Graduate Programme(s)

- Higher Secondary School Certificate (10 + 2)
- Entrance examination

Certificate Programme(s)

- Interview
- Or relevant work experience

Terms & Conditions

- Fees once paid shall not be refunded either in part or full
- All fees have to be paid before the commencement of each semester, failing which the student will not be eligible to attend the academic session
- All other deadlines regarding the payment of fees set by the management need to be met
- Course content / details are subject to change without notice
- Minimum of 75% attendance is compulsory, failing which the management reserves the right to debar any student from pursuing the said course.
- The management reserves the right to take disciplinary action against any student who is found to indulge in any kind of non-parliamentary activities
- All concerned certificates and documents have to be produced and submitted to the management in original at the time of admission
- Until all documents are received from the student and verified from the University, the admission granted to the student would be provisional.
- Any discrepancy/ fraud in documents provided by the student would result in termination of his/her provisional admission.





School of Broadcasting and Communication

Education for Evolution

Andhakshi Building, 37-Gilbert Hill Road, Near Bhavans College,
Andheri (west) Mumbai - 400058 India

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