



Souvenir

CENTRAL UNIVERSITY OF JHARKHAND

(A Central University established by an Act of Parliament of India in 2009)

In Collaboration with

DIRECTORATE OF TOURISM

Department of Tourism, Arts, Culture, Sports and Youth Affairs

Government of Jharkhand

10-Day National Workshop

on

SOCIAL MEDIA CONTENT CREATION

(Promoting Tourism and Culture of Jharkhand)

17-28 January 2025





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Photos





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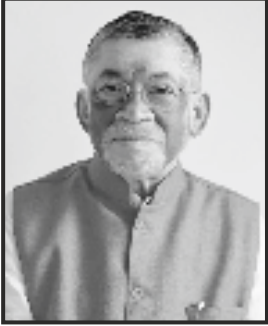
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SANTOSH KUMAR GANGWAR
GOVERNOR OF JHARKHAND



RAJ BHAVAN, RANCHI-834001
JHARKHAND
Phone : 0651-2283465



Message

The state of Jharkhand is a land of extraordinary natural beauty, vibrant traditions and a rich cultural heritage. From its dense forests and breathtaking waterfalls to its unique festivals and historical landmarks, every corner of Jharkhand narrates a story of pride, resilience, and timeless charm. It is truly commendable that the Directorate of Tourism has consistently worked towards promoting these treasures, ensuring that Jharkhand's allure resonates with audiences across the globe.

Initiatives like the "Social Media Content Creation Workshop" goes beyond merely enhancing technical skills; it empowers participants to become storytellers of Jharkhand's splendor. In today's digital age, where online narratives significantly shape perceptions, this workshop is both timely and innovative. I hope that by equipping creators and influencers with the tools to showcase our state's beauty on global platforms, Jharkhand will claim its rightful place in the global conversation.

With such forward-thinking efforts, I am confident that Jharkhand's natural beauty and rich cultural heritage will continue to inspire and captivate millions worldwide.

Santosh Kumar Gangwar



Message of Hon'ble Vice Chancellor Central University of Jharkhand

It is a matter of immense pride that Central University of Jharkhand (CUJ) has taken this initiative to organise the first-of-its-kind innovative 10-day National Workshop on Social Media Content Creation. CUJ is also pleased to have Directorate of Tourism, Department of Tourism, Arts, Culture, Sports and Youth Affairs, Government of Jharkhand as the collaborator for this workshop. This collaboration aims to promote the potentials of Tourism and Culture of Jharkhand through the enlightened social media contents. Therefore, the creators having good understanding of landscapes, culture, history and heritage of Jharkhand will be motivated to create contents of tangible & intangible cultural heritage.

In the digital age, social media content creation have become an effective mode of communication along with an opportunity to create monetary avenues for the young lot who are enthusiastic about travel, tourism and discovering different cultures.

I hope this workshop is going to provide the participants with best inputs from the best resource persons from the industry and would contribute in the development of Jharkhand and overall nation.

This workshop is also significant in the sense that Jharkhand state is celebrating its 25th year of establishment and it is the year of Janjatiya Gaurav Varsh having the 150th birth anniversary of Dharti Aaba Birsa Munda. CUJ is more than happy to commemorate the significant dates through this academic extravaganza.

I congratulate Dr. Sudarshan Yadav, Convener of this workshop for taking such novel initiative. I also appreciate Prof. Dev Vrat Singh, Dean, School of Mass Communication and Media Technologies, and Dr. Amrit Kumar, Co-convener of this workshop & the other faculty members of the Department of Mass communication for taking forward the initiative.

I hope this workshop would meet its objectives. I wish all the best to all the faculties of Department of Mass Communication and the members of the organizing committee of the workshop.

Prof. Kshiti Bhusan Das



Message of Hon'ble Minister of Tourism, Arts, Culture, Sports & Youth Affairs Government of Jharkhand

Dear Readers!

It fills me with immense joy to see Jharkhand gaining recognition as a top tourist destination. Our state offers unparalleled experiences, from calm waterfalls to vibrant tribal festivals. The Department of Tourism is dedicated to preserving our heritage and creating opportunities for growth.

The upcoming Social Media Content Creation Workshop, organised by the Directorate of Tourism, is a step toward empowering individuals to share Jharkhand's wonders with the world. Witnessing the current online trends and how influencers are playing a pivotal role in promoting destinations on a global level, I believe this initiative will prove to be a great success. The social media landscape of today is a powerful tool, and this workshop will enable us to showcase Jharkhand's beauty and rich culture to a vast global audience.

I invite everyone to participate and become ambassadors of our beautiful state.

Warm Regards,

Shri Sudivya Kumar



Message of the Secretary

Department of Tourism, Arts, Culture, Sports & Youth Affairs, Govt. of Jharkhand

Johar!

Jharkhand's natural beauty, rich traditions, and diverse culture make it a gem of India. The Directorate of Tourism is working tirelessly to bring the state's hidden treasures to light. Through innovative programs and events, we are showcasing Jharkhand's uniqueness to the world.

The Social Media Content Creation Workshop is a brilliant initiative aimed at equipping participants with tools to highlight our state's beauty. Witnessing the current online trends and how influencers are shaping global perspectives, I believe this initiative will have a remarkable impact. Social media has become an essential platform for global engagement, and with these efforts, Jharkhand will reach new heights in visibility and recognition.

We are pleased to have collaboration with Central University of Jharkhand, Ranchi. I thank everyone involved in making this program a success and invite all to join hands in promoting Jharkhand as a top tourist destination of India.

Warm Regards,

Shri Manoj Kumar



Message of the Director

Department of Tourism, Arts, Culture, Sports & Youth Affairs, Govt. of Jharkhand

Johar!

It is with great pride and excitement that we celebrate Jharkhand's unmatched beauty and cultural richness. Our state is a perfect blend of nature, history, and tradition, offering experiences that stay with you forever. The Directorate of Tourism is committed to ensuring that everyone gets to witness this charm.

The Social Media Content Creation Workshop is one of our key initiatives this year. It will empower participants to use modern platforms to tell Jharkhand's story and bring its beauty to the global stage. In today's world, where online trends and influencers play an important role in shaping global conversations, this initiative is timely and impactful. Social media has become a powerful tool for showcasing destinations, and this workshop will equip participants to harness that power, ensuring that Jharkhand's true spirit reaches a global audience.

We are pleased to have Central University of Jharkhand as our partner where the Department of Mass Communication is executing this event.

Let us work together to showcase Jharkhand's true spirit to the world.

Warm Regards,

Smt. Anjali Yadav



Message of the Dean

School of Mass Communication and Media Technologies, Central University of Jharkhand

Communication is vital to any society. In the digital era when artificial intelligence is transforming the ways human beings have been communicating with each other, and engaging in the activities of production and consumption, communication needs to be looked at with more clarity and rigor. During the last decade, many nations have leveraged digital technologies in taking huge leaps and India is also one among them. As our country aspires to become a Viksit Bharat, it's high time for the communication specialists to identify opportunities, use new age media tools and contribute to the development of the nation.

Social media has substantially contributed to the exponential expansion and intensification of the public sphere in the world's largest and oldest democracy. But simultaneously it has also presented a challenge of rampant misinformation which can be exploited by the anti-social elements of the society. Social media content creators from Jharkhand and other states have been playing significant roles in bringing stories from far-flung areas to the larger digital world hence creating awareness about marginalized sections of the society.

I certainly believe that this Ten-day National Workshop on Social Media Content Creation will provide useful insights to the participants and help learn innovative techniques for using social media as an effective platform to express themselves. Also, this workshop would help promote tourism and culture. I wish the grand success of this event.

Prof. Dev Vrat Singh



Message from the Conveners of the Workshop

Jharkhand is a land of forest, warriors of motherland and having rich culture, traditions and heritage. A state which runs the engine of Indian industry and hosts 32 distinct tribes is blessed by the bounty of nature. Being a young state, established in the year 2000, it is celebrating 25th year of its statehood. Jharkhand is also celebrating the 150th birth anniversary of son of the soil, Dharti Aaba Birsa Munda which the government of India is celebrating as the Janjatiya Gaurav Varsh (2024-2025).

Recognizing the significance of the state and vast opportunities available in terms of travel, tourism and cultural heritage, this workshop has been conceptualized in collaboration with Directorate of Tourism, Department of Tourism, Arts, Culture, Sports and Youth Affairs, Government of Jharkhand. The aim of this workshop is to train the content creators from Jharkhand and India to bring forward best stories from Jharkhand for promoting tourism and culture of this region. These enlightened content creators would become an ambassador for the state of Jharkhand and in turn create job avenues for the population of Jharkhand.

It is with immense pleasure we would like to take this opportunity to express our gratitude to Secretary, Mr. Manoj Kumar, and Director, Ms. Anjali Yadav, Department of Tourism, Arts, Culture, Sports and Youth Affairs, Government of Jharkhand for sponsoring this programme. We are also thankful to our Patron, Honorable Vice Chancellor, Central University of Jharkhand, Prof. K. B. Das, for accepting this joint collaboration and facilitating the department to lead this programme.

We are also thankful to Prof. Dev Vrat Singh, Dean, School of Mass Communication and Media Technologies, Prof. Manoj Kumar, Dean-Academic Affairs and Prof. Arun Kumar Padhy, Dean-Research and Development for their guidance. We express our gratitude to all the faculties of our department, members of the organizing committee, research scholars, students of the department and resources persons for lending their support in the execution of this event.

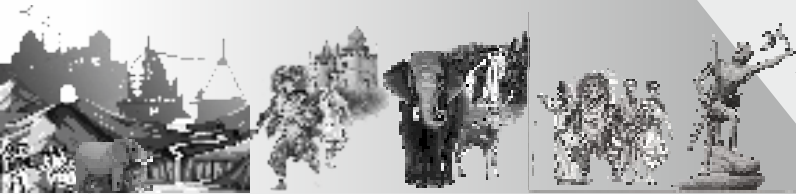
We are also happy to receive huge response in terms of registration from the participants; from among them 50 best participants are selected for this workshop. Hope they would have fruitful learning and would take forward the name of Jharkhand by promoting tourism and culture of the state. We show our gratitude to all who are involved in this event. Warm regards.

Dr. Sudarshan Yadav (Convener)

Dr. Amrit Kumar (Co-convener)

National Workshop on Social Media Content Creation





Concept Note

10-Day National Workshop on SOCIAL MEDIA CONTENT CREATION

Jharkhand established in the year 2000 is celebrating 25th year of its establishment. It is indeed an important milestone for a state which has significant contribution in the development of the nation. The whole engine of Indian industry is run from this State even when the state was not formally established and was under the state of Bihar or British rule. Jharkhand is a tribal land which has a rich history and contribution to the Indian independence struggle. Recently India is also celebrating 170th year of Hul/ Sathal Rebellion/First Independence Struggle of India. Also it is the time of homage to a great son of Jharkhand, Birsa Munda, whose 150th birth anniversary is being celebrated by the nation as Janjatiya Gaurav Diwas/Varsh. Jharkhand has rich history, tradition, culture, many languages, distinct food, clothing, handlooms, and art and artifacts of Jharkhand. Jharkhand as the name suggests is the land of forests, meaning a state which is close to nature. It has a lot of tourist spots in terms of history, culture, spirituality, religion, adventure, wildlife and rural life. Thus, this can be promoted as a collective approach to showcase Jharkhand by introducing it to the world and creating opportunities for revenue generation.

At present, social media and independent influencers have become an effective tool for the promotion of tourism as young/ middle aged people travel for the sake of their adventure, self-discovery and spirituality. This leads to promotion of a place, its culture, people associated with it, food and clothing and overall create new avenues for revenue generation for the local people. But, mostly these social media influencers are self-motivated people barring some professionals. Thus, in an attempt to attract and create more enlightened social media influencers with a focus to promote Jharkhand Culture and Tourism, this workshop is designed. It would give an opportunity to train the amateur social media influencers for their better communication and creating their brand as well as creating authentic content with the socio-cultural relevance for the larger audience to engage.

This attempt also becomes significant given the fact that Jharkhand has a lot of opportunities in terms of cultural products and tourism. Thus, it is necessary to create a brand of Jharkhand as the state has entered its 25th year of establishment. The case study of Jharkhand would enable the participants to employ the tools learned for any field pertaining to online content creation. Thus, this event is planned to showcase the beauty, history, culture of Jharkhand and turning it into a brand.

Objectives

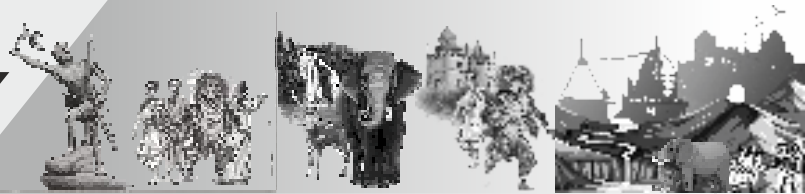
The objectives of this workshop are to:

- Make participants understand the importance of Social Media for content creation;
- Make participants learn the format, style and presentation in Social Media centric content;
- Make participants learn the skills necessary for content creation on social media (Photography, Reel Making, Short Film, Blogging, Vlogging, Podcasting);
- Make participants learn to create a social media brand and using the SEO for positioning;
- Promoting the State of Jharkhand through Tourism, Culture and different avenues available for content creation;
- Prepare the content in different formats for Social Media; and
- Creating enlightened social media creators with the special reference to Jharkhand.

Date: 17- 28 January 2025 (10 days excluding Sundays)

Fully Residential workshop.

No. of participants: 50 (Fifty)



RESOURCE PERSONS AND THEIR THOUGHTS ON WORKSHOP



This workshop is a wonderful initiative keeping in view the recent rise in content creation due to huge impact of social media. I congratulate the conveners of this workshop and Central University of Jharkhand for such timely workshop. I am also pleased to see that Government of Jharkhand is sponsoring such events to create best content creators for promoting tourism and culture of Jharkhand. I am more than happy to be part of this novel and first-of-its-kind workshop in India. I extend my best wishes to everyone involved in this workshop.

Mr. Kunal Vijaykar

Actor, Broadcaster, Leading Food Blogger and Youtuber of India



This workshop is very timely and the need of the hour. Social media is very important for marketing in areas such as tourism. Content creation for these platforms can be very impactful, setting the narrative.

Prof. Sunetra Sen Narayan

Indian Institute of Mass Communication, New Delhi



I am so happy to know that the Department of Mass Communication, Central University of Jharkhand along with the Jharkhand Government is endeavoring in the content creation. It is such an important and apt topic which can make difference between a normal and creative economy of the people and especially the young ones. The GenZs are blessed to be tech savvy right from their first childhood and the workshop would definitely add numerous colours to their feathers. I am proud to interact with them during the workshop.

Prof. Umesh Arya

Guru Jambheshwar University of Science and Technology, Hisar, Haryana



It is a welcome initiative. In the age of communication revolution and social media conducting a workshop on such topic is a timely step. I congratulate the Department of Mass Communication, Central University of Jharkhand and Directorate of Tourism, Jharkhand Government for coming up with this initiative. I extend my best wishes to all the participants and everyone involved in this programme.

Dr. Prashant Prashun

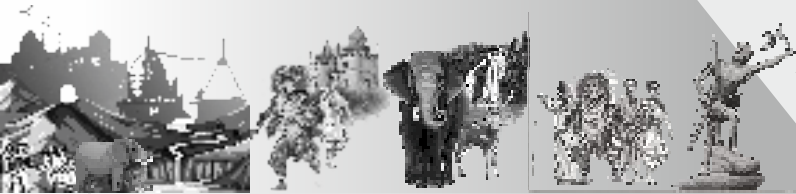
Assistant Professor, Department of Computer Science and Technology, CUJ



सौ लिक्खा, एक देखा – झारखंड के लिए मुझे इससे उचित कोई पंक्ति नहीं लगती है। झारखंड सेंट्रल यूनिवर्सिटी की यह कार्यशाला उक्त सूक्त को चरितार्थ करने में अहम भूमिका निभाएगा, वजह है युवाओं का जुड़ाव। युवा यानि एक युग का वाहक और उसका यात्रा में शामिल होना या यात्रा हो जाना समाज के लिए सुगम मार्ग तैयार करेगा। मेरी खुशकिस्मती है कि मैं इस विशेष यात्रा में एक यात्री बन शामिल हुआ।

Mr. Pankaj Ramendu

Independent Media Professional



This is a visionary initiative that blends the art of storytelling with the boundless reach of the digital age. Jharkhand, a land steeped in ancient history and adorned with a rich tapestry of culture, heritage, and breathtaking landscapes, offers an unparalleled treasure trove of stories waiting to be shared with the world. This workshop serves as a beacon for those eager to learn how to translate this magnificence into compelling content for social media platforms.

As someone who has witnessed the transformative power of storytelling, I am truly honoured to contribute to this noble endeavour. This workshop is not merely about crafting content, it is about weaving the extraordinary tales of Jharkhand into a narrative tapestry that captivates, inspires, and connects with audiences across the globe. It is a call to action to preserve and celebrate our heritage, using the immense potential of social media to illuminate Jharkhand's unparalleled charm and identity for the world to see.

Ms. Nidhi Kumari

Research Associate, BIPARD, Gaya, Bihar



I am honored to be a part at the National Workshop on Social Media Content Creation organized by the Central University of Jharkhand (CUJ). The workshop provides a crucial platform for exploring the power of social media as a tool for expression, storytelling, and breaking stereotypes.

Through my session, "Lady Traveller: Breaking the Stereotypes," I aim to inspire participants to embrace the challenges and joys of creating content that challenges societal norms and empowers voices, especially those of women. Workshops like this not only nurture creativity but also strengthen the belief that stories have the power to reshape perceptions.

Kudos to CUJ for fostering such meaningful dialogue and skill-building in this ever-evolving digital era.

Ms. Monika Marandi

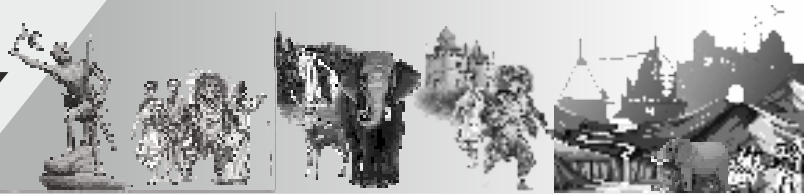
Celebrated Lady Traveller from Jharkhand



It gives me immense joy to be associated with National Workshop on Social Media Content Creation in the Central University of Jharkhand. It is a matter of great pride to see that the University, especially the Department of Mass Communication is exponentially growing in academic pursuit since its establishment in 2009. I am confident that with its commitment to excellence, the department will achieve newer heights in future. I congratulate the university fraternity on this occasion.

Mr. Shriprakash

National Awardee Filmmaker



The Nature & Wildlife Photography and Filmmaking Masterclass in Social Media Content Creation Workshop delves into cutting-edge techniques of DSLR and mirrorless camera photography, including the innovative use of DSLR trap cameras and wide-angle lenses, which have revolutionized wildlife documentation. Participants will explore how these tools, along with trail cameras, are utilized to capture rare and intimate moments in the wild, offering new perspectives and unparalleled depth to storytelling. Trail cameras, in particular, are vital for monitoring elusive species and studying animal behavior, making them indispensable for wildlife documentation and conservation research.

This comprehensive masterclass equips participants with the skills, knowledge, and inspiration to excel in the field of wildlife photography and filmmaking, creating visuals that drive awareness and meaningful change.

Mr. Mukul Mukherjee

Founder-GENC Foundation and
Wildlife Photographer (Nikon)



This workshop will offer an opportunity for future content creators to interact first hand with media practitioners as resource persons which will refine the participant's skills and identify areas for improvement.

I am looking forward to this National Workshop on Social Media Content Creation as an extension to media democratization with diversity of voices through Social Media Content Creation.

Mr. Seral Murmu

Awarded Filmmaker



Hearty congratulations to the Department of Mass Communication, Central University of Jharkhand and Directorate of Tourism, Department of Tourism, Arts, Culture, Sports and Youth Affairs, Government of Jharkhand for the Ten-Day National Workshop on Social Media Content Creation from January 17-28, 2025. This workshop will surely go a long way in making participants expose to latest trends and advancements in social media creation. It will add value to their careers as well as daily life. I extend my best wishes for the success of the workshop.

Dr. Nitesh Bhatia

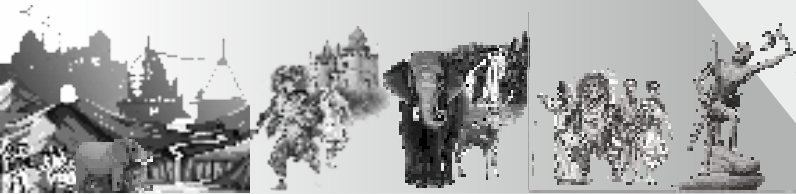
Assistant Professor, Department of Business Administration, CUJ



Johar! I extend my heartiest greetings to Central University of Jharkhand for organizing the ten days National Workshop in collaboration with Directorate of Tourism, Department of Tourism, Arts, Culture, Sports and Youth Affairs, Government of Jharkhand. This will show the image of tribal identity worldwide and motivate our youth to preserve their culture, tradition and literature and make them feel: "OUR CULTURE OUR PRIDE"

Mr. Ledem Mardi

Prominent Story Teller from Jharkhand



वर्तमान डिजिटल युग में सोशल मीडिया विचारों को साझा करने, अपनी प्रतिभा को समाज के सामने लाने, दूसरों को प्रेरित करने और वैश्विक स्तर पर लोगों से जुड़ने का एक सशक्त माध्यम बन चुका है। हर किसी के लिए संभावनाओं का एक तिलस्मी संसार खुल गया है। अकेले सोशल मीडिया ने साइलेंट जेनरेशन से लेकर जेनरेशन जी के बीच कई पीढ़ियों के भेद को इस रूप में खत्म कर दिया है कि वो एक साथ मिलकर इस मंच पर प्रोडक्शन कर रहे हैं। लेकिन अच्छे प्रोडक्शन की समझ के अभाव में अनेक लोगों को लंबे समय तक जद्दोजहद करनी पड़ी है। ऐसे में इस कार्यशाला का आयोजन लोगों को प्रभावी और रोचक सामग्री निर्माण के कौशल से सशक्त करने की दिशा में एक महत्वपूर्ण कदम है।

झारखंड सांस्कृतिक, ऐतिहासिक और प्राकृतिक रूप से एक समृद्ध राज्य है। सोशल मीडिया के माध्यम से युवा पीढ़ी अगर यहां की कला, संस्कृति, परंपराओं, पर्यटन, कथा-कहानियों को सहेजने और देश-दुनिया के सामने लाने की कोशिश करती है तो निःसंदेह यह क्षेत्रीय गर्व और पर्यटन को प्रोत्साहित करेगा। इस आयोजन को सफल बनाने के लिए मैं आयोजकों और प्रतिभागियों को हार्दिक शुभकामनाएं देती हूँ। आशा है कि यह कार्यशाला झारखंड की अनकही कहानियों को पूरी दुनिया के करीब लाने में सहायक सिद्ध होगी। शुभकामनाओं सहित

Dr. Kirti Singh

Guest Faculty, School of Mass Communication, Ranchi University, Ranchi



When young minds are involved, they don't just contribute to the journey, they become an integral part of it. Jharkhand, with its rich cultural heritage, breathtaking landscapes, and diverse communities, provides a unique canvas for young content creators. Many of them are now showcasing the state's lesser-known stories, promoting its tourism, and highlighting the vibrant local traditions, art, and music while creating content that reflects their local identity and tapping into broader national and global conversations. This not only promotes the state but also boosts local pride and helps preserve cultural heritage through digital mediums. The workshop organized by Jharkhand Central University, especially on the topic of "Creating Content across Media" therefore, holds immense significance. By sharing my ideas and experiences, I aim to help the participants to use various media platforms creatively, effectively, and ethically.

Ms. Kalpana Sharma

Independent Media Professional



Jharkhand is a land of treasures. This initiative to promote culture of Jharkhand is a welcome initiative. We are happy to be part of it.

Mr. Meghnath

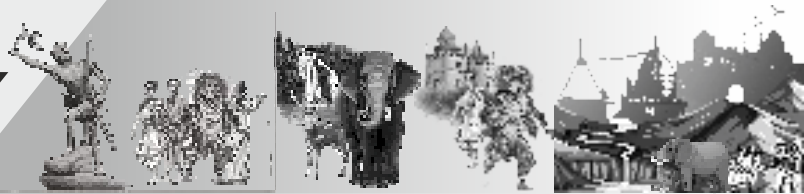
National Awardees



Jharkhand is a land of treasures. This initiative to promote culture of Jharkhand is a welcome initiative. We are happy to be part of it.

Mr. Biju Toppo

National Awardees



It is a privilege to be invited as a Resource Person for the Ten-Day National Workshop on Social Media Content Creation, organized by the Department of Mass Communication, Central University of Jharkhand, in collaboration with the Directorate of Tourism, Government of Jharkhand. The session on "Case Study Discussion: Creating Jharkhand Centric Content" will provide a unique platform to share my insights and experiences in content creation, specifically tailored to showcase the cultural, natural, and historical richness of Jharkhand. Engaging with enthusiastic participants who displays a keen interest in understanding the nuances of social media content will be truly inspiring. This will reflect immense potential for leveraging digital platforms to bring regional narratives to the global stage.

Workshops like these play a pivotal role in nurturing creativity and equipping individuals with the skills needed for impactful storytelling in the digital age. I extend my heartfelt thanks to the Central University of Jharkhand, the Directorate of Tourism, and the entire organizing team for this opportunity. It's going to be an enriching experience, and I am grateful that I am getting to contribute to this remarkable initiative.

Wishing the participants and the organizing team continued success in all their future endeavors.

Mr. Ankush Kasera

Leading Social Media Content Creator of Jharkhand



I am more than happy to be part of this novel initiative. I am sure this would contribute to the promotion of tourism and culture of Jharkhand. The participants would become an ambassador of this tribal state taking forward the rich culture, tradition, and history of Jharkhand.

Prof. Shreya Bhattacharji

Dean, School of Languages, CUJ



Great Initiative, One of its Kind in Jharkhand. I'm sure that the students will be benefiting greatly in this workshop.

Mr. Niranjana Kujur

National Awardee Filmmaker

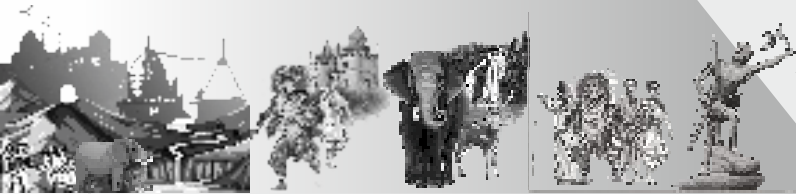


The present generation is heavily dependent on and obsessed with social media, to the extent that it has become the new normal, transforming conversations and engagement within society. In this context, the 10-day workshop on Social Media Content Creation is both timely and transformative. It is not only crucial for understanding the diverse aspects of social media content creation but also instrumental in inspiring young minds with a sense of purpose and commitment to society at large.

The meticulous planning by the organizers, encompassing various dimensions and applications of social media, reflects a comprehensive understanding of the processes of content creation, sharing, and review in the digital world. The joint effort by the Department of Mass Communication, CUJ, and the Government of Jharkhand is commendable. Such Initiatives should be held more frequently to benefit a wide cross-section of society throughout Jharkhand.

Dr. Amrendra Kumar

Associate Professor, Department of Mass Communication, Central University of Jharkhand, Ranchi



सोशल मीडिया पर केन्द्रित यह वर्कशॉप युवा पीढ़ी को एक बेहतर कैरियर विकल्प उपलब्ध कराने के साथ ही झारखंड को राष्ट्रीय और अंतरराष्ट्रीय स्तर पर पर्यटन के क्षेत्र में स्थापित करने में सहायक भी सिद्ध होगा।

Dr. Vinay Bhushan

Lecturer, Department of Mass Communication,
Government Polytechnic, Lucknow, Uttar Pradesh



Social media contents can transform our being and becoming a true human self in the world today. Media contents we create and consume have power of governing human behaviour, relationships, materiality and morality. Therefore, this timely workshop for content creators is going to be a very insightful adventure. This workshop shall provide not just technical and methodological learnings but inform interdisciplinary underpinnings for impactful content creations. The hands-on training aimed to produce exciting content by participants shall be very beneficial for all learners and trainers in this innovative workshop.

Dr. Rajanikant Pandey

Assistant Professor, Department of Anthropology and Tribal Studies, CUJ



This workshop offers a wonderful opportunity to reiterate the social commitments that social media inherently has in making society rational, responsible and inclusive by carrying and transferring culturally rich contents that uphold the values of co-existence, inclusiveness and harmonious life. It also provides a platform to reflect on the creative side and cognitive tasks of oral and literary traditions of tribal communities of Jharkhand.

Dr. M. Ramakrishnan

Assistant Professor, Department of Anthropology and Tribal Studies, CUJ



This workshop will show the journey of transformation of the oldest art examples found in Jharkhand and will lead to the contemporary art scenario of today.

Mr. Vivek Das

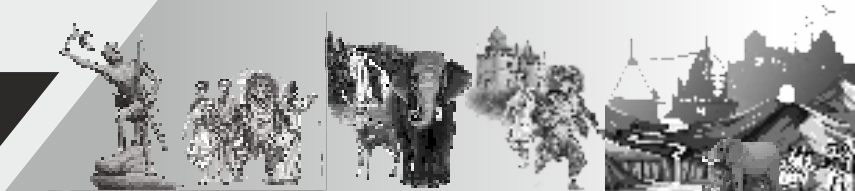
Faculty and Prominent Painter of Jharkhand



In the age of information overload, creating credible and engaging content has never been more critical. This workshop on Content Creation and my session on Formats and Fact Checking aim to empower participants with different formats of content one can use to engage their audience in and techniques to navigate digital challenges, combat misinformation, and create impactful narratives.

Mr. Bharat Nayak

Freelance Journalist, Media Literacy Trainer and Founding Editor-Logical Indian



Jharkhand has a rich cultural heritage, including Chhau, Jhumar, Paika, and innate music, which are vibrant expressions of locals for the cultural world. In the Artificial Intelligence Era and/or Digital Transformation Age, these art forms can captivate a global audience through social media platforms while creating new opportunities for local artists and communities and preserving traditions. The newly emerged social media influencers can showcase and contribute to boosting Jharkhand's Performing Art culture, establish authentic recognition at the national level, and create revenue. This workshop would equip creators to craft not only the heritage, beauty, and culture of the state but also the moral values that are required in the Artificial Intelligence Era to continue humanity and humanism as impactful content.

Dr. Venkata Naresh Burla

Assistant Professor, Department of Performing Arts, CUJ.



It is an honor to contribute as a mentor at the 10-Day National Workshop on Social Media Content Creation organized by the Central University of Jharkhand in collaboration with the Directorate of Tourism. With over a decade of experience in photography, filmmaking, and storytelling, my goal is to guide participants in crafting authentic and impactful content that highlights Jharkhand's rich culture and tourism potential. I aim to share practical insights on visual storytelling, content strategy, and brand building, empowering emerging creators to effectively engage audiences and promote Jharkhand's vibrant heritage through social media platforms.

Mr. Manish Kumar

Professional Photographer and Founder of Villagepixels



Happy to be part of this workshop as a mentor. I wish all the best to everyone.

Mr. Rishi Raj Lama

Research Scholar and Filmmaker



I am pleased to be a mentor during the workshop. I wish all the success to the workshop.

Mr. Ajaenga Pamei

Senior Technical Assistant, Department of Mass Communication, CUJ



Promoting Tourism and Culture of Jharkhand is a wonderful effort. Having involved with this endeavor by documenting all the 24 districts of Jharkhand for Doordarshan, I am happy to contribute in this workshop.

Ms. Shubhangi Priya

Cinematographer, Doordarshan



This workshop would serve the state and bring forth best stories from here. I am delighted to be part of it.

Mr. Wrishav Roy
Research Scholar and Script Writer



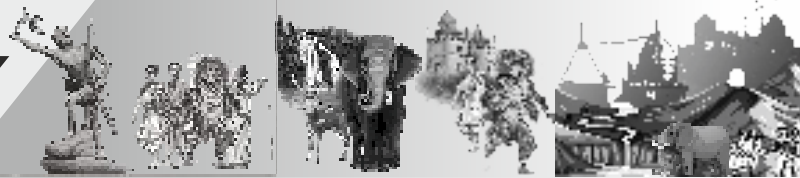
A national workshop for social media content creation brings together experts, influencers, and aspiring creators to enhance their skills. Participants learn about current trends, platform algorithms, and best practices for engaging content. Workshops typically cover the importance of Social Media for content creation, learn the format, style and presentation in Social Media centric content, learn the skills necessary for content creation on social media (Photography, Reel Making, Short Film, Blogging, Vlogging, Podcasting), Enlightened social media creators with the special reference to Jharkhand. The workshop aims to empower participants to develop their own digital presence. By the end, attendees are better equipped to create impactful, professional content for social media platforms.

Mr. Rajat Raj
Research Scholar



I am happy to be part of this workshop as a mentor. I wish all the success to the workshop.

Mr. Parvez Rahman Ali
Professional Photographer

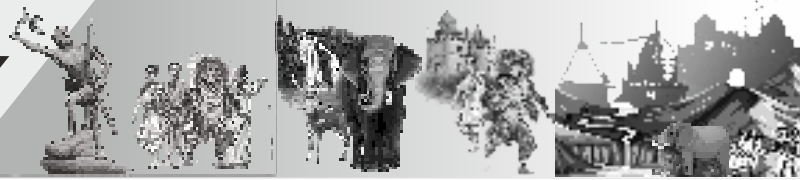


SMCC-2025 List of Participants

Sl. No.	Name	Occupation and Institutional Affiliation	Location	Email
1.	Ajay Kumar Sarkar	Amateur Professionals, BBMKU	Sindri, Dhanbad, Jharkhand 828122	krsarkar023@gmail.com
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4.	Md Hayat Anjum	Journalist, Jamia Hamdard	Muradabadi Road Batla House Kabristan, Delhi	hayatanjumstudy@gmail.com
5.	Omkar Gajbhiye	PG Student, Dr. Khoobchand Baghel Govt. PG. College, Bhilai -3, Dist-Durg, Chhattisgarh	Atal Awas, Purena Bhilai -3, Chhattisgarh	aloneomkar786@gmail.com
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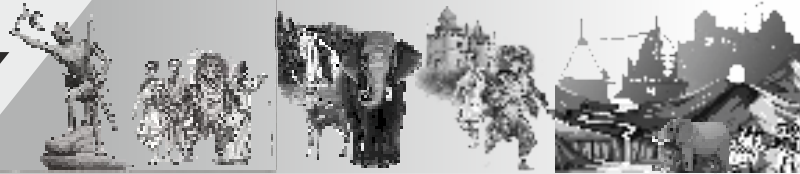
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17.	Aniket Kumar	Bokaro Steel City College	Sector 9 A, B.S City, Jharkhand	aniketsingh15202@gmail.com
18.	Ankit Rana	Project Co-ordinator for Swadesh Darshan 2.0 District Tourism Nodal Officer, Seraikela- Kharsawan	Bagbera, Jamshedpur, 831002	ankitjsr96@gmail.com
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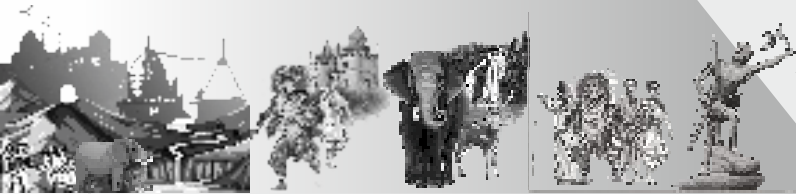
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DIRECTORATE OF TOURISM, GOVT. OF JHARKHAND

The Directorate of Tourism, under the Department of Tourism, Art, Culture, Sports, and Youth Affairs, Government of Jharkhand, is the apex body responsible for developing and promoting tourism in the state. Established with the goal of showcasing Jharkhand's rich cultural heritage, natural beauty, and unique tribal traditions, the Directorate has been instrumental in positioning the state as a promising tourism destination in India.

Vision

To make Jharkhand a preferred tourism destination by leveraging its natural and cultural resources and creating sustainable tourism opportunities that benefit local communities.

Mission

- To promote eco-tourism, cultural tourism, adventure tourism, and religious tourism.
- To enhance tourism infrastructure and services.
- To generate employment opportunities for local residents.
- To preserve and promote the cultural and tribal heritage of Jharkhand.

Key Functions

1. **Policy Formulation:** Develop tourism policies and strategies to encourage investments and attract both domestic and international tourists.
2. **Infrastructure Development:** Create and upgrade tourism infrastructure such as resorts, eco-parks, adventure activity zones, and spiritual centers.
3. **Promotion and Marketing:** Undertake marketing campaigns, organize festivals, and participate in national and international tourism fairs.
4. **Collaboration:** Partner with private players, NGOs, and other government bodies to foster Public-Private Partnerships (PPPs) for tourism projects.
5. **Skill Development:** Conduct training programs for guides, Watersports Operator, Travel Agents, Tour Operators, Tourist Transport Operators, local entrepreneurs, and service providers to ensure quality experiences for tourists.
6. **Conservation Initiatives:** Promote sustainable tourism by preserving the environment, wildlife, and cultural heritage of the state.

Tourism Categories in Jharkhand

1. **Eco-Tourism:** Jharkhand's dense forests, waterfalls, and wildlife sanctuaries offer excellent opportunities for eco-tourism. Key attractions include Betla National Park, Netarhat, and the Dalma Wildlife Sanctuary.
2. **Adventure Tourism:** Activities like trekking, parasailing, rock climbing, and water sports are promoted at destinations like Patratu Valley, Dassam Falls, and Hundru Falls.



3. **Religious Tourism:** Jharkhand is home to several religious sites, such as Baidyanath Dham (Deoghar), Rajrappa Temple, and Parasnath Hill, which attract millions of pilgrims annually.
4. **Cultural Tourism:** The state's vibrant tribal culture, festivals, and art forms like Sohrai and Paitkar painting are promoted to attract culture enthusiasts.

Major Initiatives and Achievements of Jharkhand Tourism

1. Tourism Policies

- The Jharkhand Tourism Policy 2021 focuses on eco-tourism, adventure tourism, and active community participation to promote sustainable tourism practices.

2. Events and Festivals

- The state celebrates multiple festivals across all districts, showcasing its cultural and natural heritage.
- Notable annual events include the Jharkhand Adventure Sports Festival, Kite Festival, and Khandoli Mahotsav, which significantly boost tourism and local engagement.

3. Public-Private Partnerships (PPP)

- Various tourism projects, including the development of resorts and adventure parks, have been successfully undertaken through PPP models, ensuring infrastructure development and better services.

4. Global Participation

- Jharkhand actively participates in national and international tourism events to showcase its potential on a global platform, attracting visitors and investors alike.

5. Sponsorship of College Festivals

- Supporting college festivals to engage youth and create awareness about the state's tourism opportunities and heritage.

6. Digital Outreach

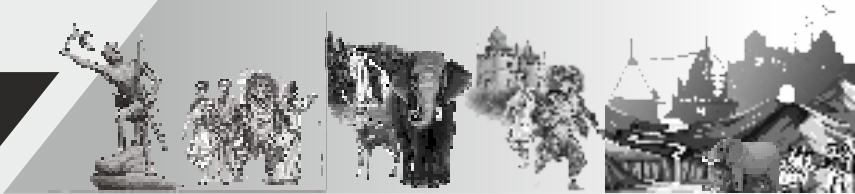
- Comprehensive digital campaigns through official websites and social media channels to promote tourist destinations, itineraries, and travel information, making Jharkhand tourism accessible to a global audience.

These initiatives collectively position Jharkhand as an emerging and vibrant tourism destination, blending culture, adventure, and innovation

Challenges and Future Plans

● Challenges

Limited connectivity to remote areas, lack of world-class facilities, and issues related to the conservation of cultural and natural heritage.



Future Plans

- Develop iconic destinations such as Patratu Valley and Netarhat into world-class tourism hubs.
- Promote rural tourism schemes to empower local communities.
- Enhance air and rail connectivity to major tourist sites.
- Introduce smart tourism solutions, such as mobile apps for bookings and virtual tours.

Jharkhand Tourism Development Corporation Limited (JTDC)

The Jharkhand Tourism Development Corporation (JTDC) plays a pivotal role in the promotion and development of tourism across the state. Recognizing its importance, JTDC is being strengthened and modernized to operate efficiently and professionally, ensuring the timely delivery of desired outcomes.

Key Functions and Initiatives

1. Nodal Agency for Tourism Development

- JTDC serves as the primary agency responsible for the development of tourism infrastructure and destinations across Jharkhand.
- It facilitates infrastructural growth by encouraging private sector participation on land allocated by the Department of Tourism.

2. Infrastructure Operation & Maintenance

- JTDC undertakes developmental projects to establish and maintain hotels, resorts, and other critical facilities to enhance the tourist experience and expand the state's tourism infrastructure.

3. Tourism Transport Services

- JTDC recognizes the importance of efficient transport for tourists and focuses on upgrading its fleet with modern, comfortable vehicles.
- This includes purchasing or leasing vehicles equipped with advanced amenities to ensure smooth and enjoyable travel experiences.

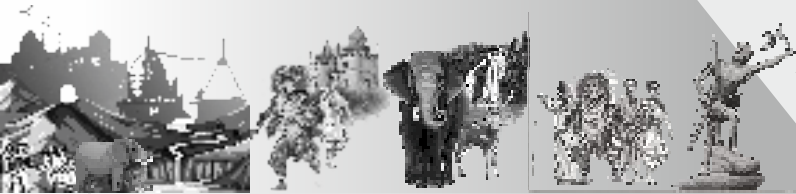
4. Public-Private Partnerships (PPP)

- JTDC actively fosters partnerships with private entities to improve the quality and efficiency of tourism services.
- These collaborations aim to leverage private sector expertise in managing tourism assets and delivering exceptional services.

5. Execution of Quality Projects

- JTDC is empowered to execute large-scale tourism projects, ensuring world-class infrastructure development at key destinations.
- These efforts contribute significantly to the growth of tourism in the state, attracting both domestic and international visitors.

Through these initiatives, JTDC continues to play a vital role in developing and promoting Jharkhand's tourism sector, creating opportunities for economic growth and community development.



ABOUT CENTRAL UNIVERSITY OF JHARKHAND

Introduction

The President of India gave assent to The Central Universities Act, 2009 that envisages establishing and incorporating universities for teaching and research in the various states.

The Central University of Jharkhand came into being under this Act on 1st of March, 2009. The Visitor of the Central University of Jharkhand, Her Excellency, Shrimati Pratibha Devisingh Patil, appointed Dr. Darlando T. Khathing, an internationally renowned scientist and a distinguished academic administrator, as its first Vice Chancellor.

CUJ focus will be on research in cutting-edge technologies.

Vision

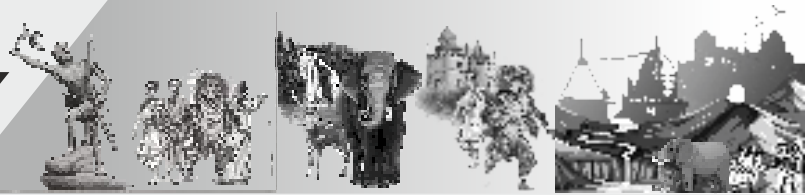
To be A Flagship University Firmly Rooted in Bharatiya Culture and its Rich Spiritual Legacy; Fostering An Open, Rational and Scientific Temperament for A better World.

Mission

- Accessible, Affordable and Quality Education for All.
- Holistic Growth of Sensitive and Responsive Citizens in Bhartiya Spiritual Ethos.
- Cutting Edge, Impactful Research Coupled with Entrepreneurial Excellence to Create Future Ready Citizens.

Objectives

- To disseminate and advance knowledge by offering guidance and resources across disciplines.
- To make space in the course curriculum for integrated courses in humanities, social sciences, and science and technology.
- To implement effective strategies to promote innovations in teaching and learning, and facilitate interdisciplinary studies and research.
- To inspire and cultivate young talents and contribute to the nation's progress.
- To establish partnerships with industries that possess expertise in cutting-edge innovations in science and technology, aimed at promoting industrial exposure and hands-on learning for students.
- To play a key role in the intellectual, academic, and cultural development of the regional population, thereby enhancing their social and economic well-being.



ABOUT DEPARTMENT OF MASS COMMUNICATION, CUJ

The Department of Mass Communication is one among the four Departments established during the inception of the university in 2009. It comes under the School of Mass Communication and Media Technologies. At present, the Department offers Doctorate, Master Degree, and a Five-year Integrated Course in Mass Communication. Having diverse socio-cultural and educational background faculty members have a right mix of industry and academic experience. The Department is equipped with state-of-the-art facilities required for effective training i.e. Community Radio Station, Multimedia Studio, Print Media Lab etc.

The future-ready curriculum is a blend of theory, practice and research which is designed with an objective to equip students with a judicious combination of knowledge, skills, and research aptitude. The programmes are designed to impart intensive teaching-learning, training and research in print, electronic, digital media. The programme will transform the learners into highly informed and skilled communication professionals by inculcating creative & critical competencies and research abilities.

Vision

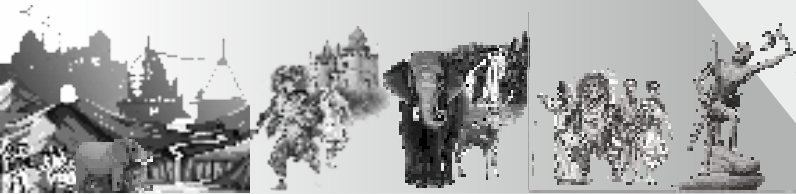
The Department is committed to deliver excellence in communication and media education with an emphasis on indigenous and regional perspectives. It aims to become premium media institution in Eastern India.

Mission

Guided by the traditions of holistic education the Department produces well-rounded media professionals by transforming learners into competent communications specialists, academicians, and researchers. Grounded in the liberal arts, the faculty promotes career preparation, and provides opportunities for personal and professional growth. The Department provides a rich ambience for the intellectual, ethical, and spiritual development of students.

Teaching Methodologies

- 1. Smart classroom presentation
- 2. Individual/Group Assignment
- 3. Production Work: Lab Journal, Radio, TV & Documentary Production
- 4. Field Visit
- 5. Internship
- 6. Special and Extension Lectures
- 7. Workshop
- 8. Dissertation Work
- 9. Cultural Activities
- 10. Sports Activities



Multimedia Studio and Community Radio Station

The Central University of Jharkhand signed a MoU with Broadcast Engineering Consultants India Limited (BECIL), a Government of India Enterprises, for setting up Multimedia Studio and Community Radio Station (CRS) at the permanent campus. This infrastructure is to impart hands-on training for audio-visual productions to media students, and digital course content production. Besides a Community Radio is also proposed to be run in two forms - Internet Radio on smartphone app and broadcast mode.

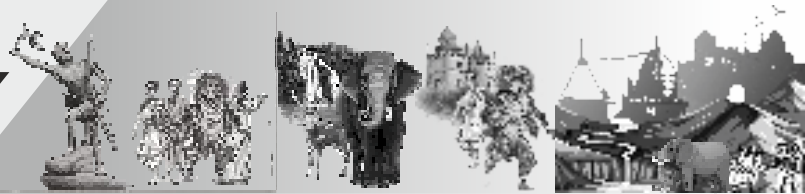
The Multimedia Studio is aesthetically designed according to the latest professional parameters. Equipped with state-of-the-art production facilities, it has a spacious studio and production control room housing news reading and studio discussion facilities. It has a seamless green chroma backdrop for photography and other multipurpose usages. The studio has non-linear audio-video editing station, make-up room, in-charge room, work cabins too.

Technical Facilities

- 4K Video Cameras (Panasonic)
- Professional Tripods (Libec)
- Teleprompter (SAMWAD)
- Shot Gun Microphones (Rode)
- Condenser/Dynamic Microphones (AKG)
- HD Video Recorder (Datavideo)
- Talkback/Intercom System (Datavideo)
- 16-Channel Digital Audio Mixer (Soundcraft)
- Vision Mixer (Ross Carbonite)
- MAC Pro (Apple)
- Video Editing Software (FCP)
- Studio Lights (Leksha)
- Document Camera (Lumens)
- Creative Pen 24" (Wacom)
- Digital Screen (Panasonic)

Infrastructure of Community Radio Station

The Community Radio Studio is aesthetically designed on the latest professional parameters. Equipped with state-of-the-art production facilities, it has a spacious studio and audio production control room housing two studios i.e. RJ Studio and Discussion Studio. The studio has two non-linear audio editing stations, transmission room, in-charge room, and store room.



Technical Facilities

- RJ Studio (1+2 Mics)
- Discussion Studio (6 Mics)
- Production Control Room
- Phone-in facility
- Audio Processor for Internet Radio
- Audio Editing Systems
- Audio Editing Software (Audacity)
- Portable Audio Recorder (Tascam)
- Portable Field Recorders (Zoom)

Print Media Production

The Department of Mass Communication has actively been involved in print media productions since its inception, which includes Newsletter, Lab Journal, Magazine, Poster, Banner and Brochure etc.

- CUJ Newsletter
- NEP 2020 Implementation Policy Paper
- CUJian Age
- Academia: Faculty Profile
- Anveshan: Research Profile
- Sakhua Magazine
- DMC Profile
- NCC Profile
- Posters and Banners of Academic, Sports and Cultural Events
- Brochures of Seminar, Workshop, Conference and Symposium

Tourism and Culture of Jharkhand



Jubilee Park, Jamshedpur



Dassam Fall, Ranchi



Patratu Valley, Ranchi



Rajrappa Temple, Ramgarh



Parasnath Hills, Giridih



Dewri Temple, Ranchi

Tourism and Culture of Jharkhand



Khandoli Park, Giridih



Jagarnath Temple, Ranchi



Baba Baidyanath Dham, Deoghar



Sunset Point, Netarhat



Birsa Zoological Park, Ranchi



Betla Park, Latehar



DMC

Photos





DIRECTORATE OF TOURISM

Department of Tourism, Arts, Culture, Sports and Youth Affairs, Govt. of Jharkhand
3rd Floor, MDI Building, Dhurwa, Ranchi (Jharkhand)
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DEPARTMENT OF MASS COMMUNICATION

CENTRAL UNIVERSITY OF JHARKHAND

(A Central University established by an Act of Parliament of India in 2009)

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