



# ST. JOSEPH'S DEGREE & PG COLLEGE

(Autonomous), Affiliated to Osmania University

Re-accredited by NAAC (3<sup>rd</sup> Cycle) with B<sup>++</sup>

King Koti Road, Hyderabad

Ref No : SJC/MCJ/ 04-02/ 41

Hyderabad

07-02-2023

To

The Principal

St. Joseph's Degree and PG College

Hyderabad

Sub : Approval for Industry Academia Meet

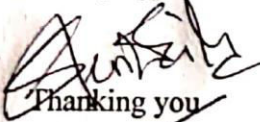
Respected Father

As part of our endeavor to include inputs from our stake holders, the Dept of Mass Communication and Journalism is planning to conduct Industry – Academia meet on the 14<sup>th</sup> February 2023. Timing 2.00 pm to 5.00 pm

The following subject experts will be part of the meeting.

1. Mr. Ashish Bhosale [Fever FM ]
2. Ms. Rupa Indukuri [Creative Head - Big TV ]
3. Mr. Vijay Kumar [ Deputy Editor – The Hans India ]
4. Mr. Dilip Malla [ Corporate Communicator]
5. Dr.Kaluvoya Anitha [Dept of Mass Communication– St. Francis college for Women]

Kindly approve

  
Thanking you

Glen D-Silva



  
Fr. Dr. D Sunder Reddy

Principal  
Principal

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King Koti Road, Hyderabad

**Dept of Mass Communication**

**Venue: Board Room**

**Date: 14-02-2023**

**Timing 2.00 pm to 5.00 pm**

## **Industry – Academia Meet Composition:**

1. **Fr. Dr. D. Sunder Reddy** [Principal, St. Joseph's Degree and PG College]
2. **Mr. Glen D'Silva** [Chairperson, Head, Dept. of Mass Communication and Journalism, SJC.]
3. **Prof. P.L.Vishweshwar Rao** [Professor and Director, SJC]
4. **Dr. K. Anitha** [Head, Dept of Mass Communication– St. Francis college for Women]
5. **Mr. Ashish Bhosale** [Music Manger Fever FM ]
6. **Ms. Rupa Indukuri** [Creative Head - Big TV ]
7. **Mr. Vijay Kumar** [ Deputy Editor – The Hans India ]
8. **Mr. Dilip Malla-** [ Corporate Communicator]
9. **Mr. Keshav Vivek** [Asst. Professor. Dept of MCJ, SJC]
10. **Mr. Shayne Reynolds** [Asst. Professor. Dept of MCJ, SJC]
11. **Mr. Prashant Ram** [Asst. Professor. Dept of MCJ, SJC ]
12. **Mrs. Laasya Madhukar** [Asst. Professor. Dept of MCJ, SJC ]
13. **Mrs. Suzan Spurthi** [Asst. Professor. Dept of MCJ,SJC]
14. **Ms. Shiny Solomon** [Asst. Professor. Dept of MCJ,SJC]
15. **Ms. Shubhangi Misra** [Asst. Professor. Dept of MCJ, SJC ]

  
Glen D Silva

Head, Dept of MCJ



  
Fr. Dr. D. Sunder Reddy

Principal

Principal

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## Dept of Mass Communication and Journalism

### Industry – Academia Interface Program Flow

2.00 – 2.05	Introduction and Welcome – Glen D Silva , Head Dept of Mass Communication and Journalism
2.05 – 2.10	Overview- Prof. P L Vishweshwar Rao , Director , St. Joseph's College
2.10 - 2.30	Mr. Vijay Kumar – Deputy Editor – The Hans India
2.30- 2.50	Ms. Rupa , Creative Director – Big TV
2.50 – 3.10	Mr. Dilip – Corporate Communicator
3.10- 3.30	Mr. Ashish Bhosale [Music Manger - Fever FM ]
3.30 – 3.50	Dr. K. Anitha – Head, Dept of Mass Communication ,St. Francis College for Women
3.50- 4.10	Discussion
4.10- 4.25	Feedback
4.25- 4.30	Vote of thanks – Mrs. Suzan Spurthi

  
Glen D Silva

Head, Dept of MCJ

  
Fr. Dr. D. Sunder Reddy

Principal



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King Koti Road, Hyderabad

**Department of Mass Communication and Journalism**

**Title** – Industry – Academia Interface

**Date and Time** – 14<sup>th</sup> February 2023, 2:00 pm to 5:00 pm

**Venue** – Board Room

**Subject Experts**

1. Mr. Vijay Kumar – Deputy Editor, The Hans India
2. Ms. Rupa – Creative Director, Big TV
3. Mr. Dilip – Corporate Communicator
4. Mr. Ashish Bhosale – Music Manager, Fever FM
5. Dr. K. Anitha – Head, Dept of Mass Communication, St. Francis College for Women

**The objective of the event** –

- To keep in tune with the ongoing changes in the industry and incorporate them into academics.

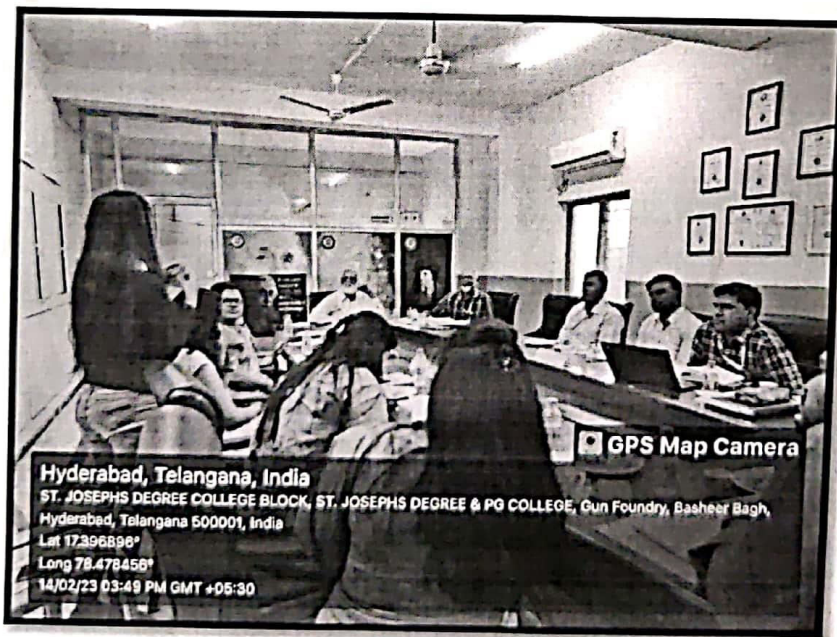
**Brief Report** – The Industry-Academia meeting commenced with Mr. Glen D Silva, HOD Dept of Mass Communication and Journalism welcoming the industry experts, followed by which there was a brief introduction of the faculty with the experts.

After this Prof. P L Vishweshwar Rao went on to give an insight about the Department and the subjects that are being taught in the 3 year degree program and 2 year post graduate program, Once the briefing was done views and ideas of each expert were taken, along with a discussion which followed.

These are a few suggestions/points put forward by the experts:

1. Personality and Attitude development of students
2. Improvement in language skills of students
3. Newspaper and Magazine reading.
4. Portfolio-based rather than theory
5. On Field Assignments
6. Team Building Activities
7. Vernacular Journalism
8. Placements for the students
9. Training students on podcasting

After the discussion, Mrs. Suzan Spurthi concluded the meeting with a vote of thanks, and a group photo was taken.



Fr. Dr. D. Sunder Reddy  
Principal

The outcome of the event – The suggestions put forward by the subject experts were taken into consideration, also necessary changes will be made henceforth in the syllabus which would help the students be in tune with the changing industry needs.



Group photo of the Industry experts with the faculty of the Mass Communication Department

*for [Signature]*

Principal  
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