



THE NEW
**INDIAN
EXPRESS**

BHUBANESWAR • THURSDAY • AUGUST 03, 2023 • ₹9.00 • PAGES 14 • LATE CITY EDITION

BGU welcomes new batch

EXPRESS NEWS SERVICE @ Bhubaneswar

BIRLA Global University, Bhubaneswar organised the commencement day programme to welcome the new batch of BAJMC and MA-JMC students on Wednesday.

Addressing students, chief guest, vice-president, Reliance Jio, Brand & Corporate Communication, spoke on brevity in communication, good listening, learning from great communicators.

Senior news editor of *The New Indian Express* and author Kasturi Ray, who graced the occasion as guest of honour articulated on how mass communication is all about telling stories, in an effective way. "It is important to be passionate, but passion alone cannot make you successful in career unless combined with professional skill set, conditioning and positioning for which you are in the school of communication," she asserted. Vice chancellor PP Mathur also spoke.

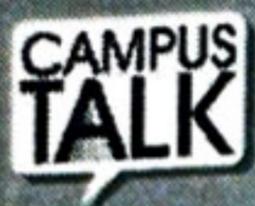
WEDNESDAY, 9 AUGUST 2023
24 pages by 2 sections
BHUBANESWAR
₹13.00
VOLUME NUMBER 140

www.business-standard.com

Business Standard

THE MARKETS ON TUESDAY
Sensex 65,846.5
Nifty 102.0

Business Standard



PROMOTIONS

BIRLA GLOBAL UNIVERSITY HOLDS COMMENCEMENT DAY PROGRAMME TO WELCOME BAJMC AND MAJMC STUDENTS

Mr Rohit Dubey, Vice President - Reliance Jio, Brand & Corporate Communication, Public Policy & Advocacy, graced the commencement day as the Chief Guest. Ms Kasturi Ray, Senior News Editor, New Indian Express, and Author, graced the occasion as the Guest of Honour. Mr Rohit Dubey took the occasion to elaborate on his key learnings from the industry. Ms Kasturi Ray articulated how mass communication is all about telling stories effectively. She further added, "Passion cannot guarantee a successful career, but skillset, conditioning, and positioning can help convert passion into a successful career."

In his presidential address, Prof. P. P. Mathur, Vice-Chancellor of Birla Global University, focused on the importance of developing skills. He asked the students to aim high, adding, "Setting your dreams very high and not achieving them is a better idea than setting your goals low and achieving them."

Prof. B. K. Das, Registrar of Birla Global University, addressed the students, stating that communication as a profession is both adventurous and glamorous. Speaking about the changing media scenario in the country, he mentioned that the media itself sets the political scenario in the country. In his welcome address, Dr Shiv Shankar Das, Head of Birla School of Communication, emphasized the growth of the media industry while welcoming the newly admitted students.

Dr Gyanaranjan Mishra, Assistant Professor at Birla School of Communication, offered the formal vote of thanks. The event was attended by Deans of all schools, faculty members, parents, and newly admitted BAJMC and MAJMC students.

ବିଜିୟର ନବାଗତ ସାମ୍ବାଦିକତା ଏବଂ ଗଣଯୋଗାଯୋଗ ଛାତ୍ରଛାତ୍ରୀଙ୍କୁ ସ୍ୱାଗତ



ଭୁବନେଶ୍ୱର, ୫/୮ : ବିର୍ଲା ଗ୍ଲୋବାଲ ୟୁନିଭର୍ସିଟି (ବିଜିୟୁ) ପକ୍ଷରୁ ସାମ୍ବାଦିକତା ଏବଂ ଗଣଯୋଗାଯୋଗ ବିଭାଗର ନବାଗତ ବିଏଜେଏମ୍ସି ଏବଂ ଏମ୍ଏଜେଏମ୍ସି ଛାତ୍ରଛାତ୍ରୀମାନଙ୍କର ସ୍ୱାଗତ ସମ୍ବର୍ଦ୍ଧନା ୟୁନିଭର୍ସିଟି ପରିସରରେ ଅନୁଷ୍ଠିତ ହୋଇଯାଇଛି। ଏହି କାର୍ଯ୍ୟକ୍ରମରେ ଚିଲିଏନ୍ସ ଜିଓର କର୍ପୋରେଟ୍ କମ୍ୟୁନିକେସନ୍ ବିଭାଗର ଭାଇସ୍ ପ୍ରେସିଡେଣ୍ଟ ରୋହିତ ଦୁବେ ମୁଖ୍ୟ ଅତିଥି ରୂପେ ଯୋଗ ଦେଇଥିବା ବେଳେ ନ୍ୟୁ ଇଣ୍ଡିଆନ୍ ଏକ୍ସପ୍ରେସ୍‌ର ସିନିୟର ନ୍ୟୁଜ୍ ଏଡିଟର କସ୍ତୁରୀ ରାୟ ସମ୍ମାନିତ ଅତିଥି ରୂପେ ଯୋଗ ଦେଇଥିଲେ। ଶ୍ରୀ ଦୁବେ ବୈଷୟିକ ଏବଂ ଗୁଣାତ୍ମକ ଶିକ୍ଷା ଉପରେ ବିସ୍ତୃତ ବିବରଣୀ ଦେଇଥିଲେ। ବିଜିୟୁ କ୍ୟୁଲଚର୍ ପି. ପି ମାଥୁର ଦକ୍ଷତା ବିକାଶର ଗୁରୁତ୍ୱ ଉପରେ ଧ୍ୟାନ ଦେବାକୁ ପରାମର୍ଶ ଦେଇଥିଲେ। ବିଜିୟୁର ରେଜିଷ୍ଟ୍ରାର ଡ. ବି.କେ. ଦାସ ଦେଶର ପରିବର୍ତ୍ତିତ ଦୃଶ୍ୟପଟରେ ଗଣମାଧ୍ୟମର ଭୂମିକା ବିଷୟରେ ଆଲୋଚନା କରିଥିଲେ। ବିର୍ଲା ସ୍କୁଲ ଅଫ୍ କମ୍ୟୁନିକେସନ୍‌ର ବିଭାଗୀୟ ମୁଖ୍ୟ ଶିବ ଶଙ୍କର ଦାସ ନୂତନ ଛାତ୍ରଛାତ୍ରୀମାନଙ୍କୁ ସ୍ୱାଗତ ଜଣାଇଥିଲେ। ସାମ୍ବାଦିକତା ଏବଂ ଗଣଯୋଗାଯୋଗ ବିଭାଗର ଆସିଷ୍ଟାଣ୍ଟ ପ୍ରଫେସର ଜ୍ଞାନ ରଞ୍ଜନ ମିଶ୍ର ଧନ୍ୟବାଦ ଦେଇଥିଲେ। ଏଥିରେ ବିଜିୟୁର ବିଭିନ୍ନ ବିଭାଗର ଡିନ୍, ପାକଲଟି ସଦସ୍ୟ, ଅଭିଭାବକ ଉପସ୍ଥିତ ଥିଲେ।

BGU holds Commencement Day programme



Birla Global University, Bhubaneswar organized the commencement day programme to welcome the newly admitted BAJMC and MAJMC students on 2nd August, 2023. Mr. Rohit Dubey, Vice President - Reliance Jio, Brand & Corporate Communication, Public Policy & Advocacy graced the commencement day as the chief guest. Ms. Kasturi Ray, Senior News Editor, New Indian Express and Author graced the occasion as the Guest of Honour. Mr. Rohit Dubey took the occasion to elaborate on his key learnings from the industry. Ms. Kasturi Ray, articulated how mass communication is all about telling stories, in an effective way. She further added, "Passion cannot give a successful career, but skillset, conditioning and positioning can help to convert the passion to a successful career". In his welcome address Dr. Shiv Shankar Das, Head, Birla School of Communication, emphasized on the growth of the media industry while welcoming the newly admitted students. Dr. Gyanaranjan Mishra, Assistant Professor, Birla School of Communication offered the formal vote of thanks.

बिरला ग्लोबल यूनिवर्सिटी ने नए छात्रों का किया स्वागत

नवभारत ब्यूरो । भुवनेश्वर।

बिरला ग्लोबल यूनिवर्सिटी, भुवनेश्वर ने नए प्रवेशित बीएजेएमसी और एमएजेएमसी छात्रों के स्वागत के लिए प्रारंभ दिवस कार्यक्रम का आयोजन किया गया था। उपाध्यक्ष-रिलायंस जियो ब्रांड और कॉर्पोरेट संचार रोहित दुबे, सार्वजनिक नीति और वकालत ने कार्यक्रम की शुरुआत की। इस कार्यक्रम में मुख्य अतिथि के रूप में वरिष्ठ समाचार संपादक, न्यू इंडियन एक्सप्रेस और लेखक सुश्री. कस्तूरी रे उपस्थित रही।

उपाध्यक्ष रोहित दुबे ने इस अवसर पर उद्योग से मिली अपनी प्रमुख सिखों के बारे में विस्तार से बताया। उन्होंने संचार में संक्षिप्तता, अच्छा सुनने और महान संचारकों से सीखने के महत्व पर भी बात कही। उन्होंने नए युग के संचार पेशेवरों की सामाजिक जिम्मेदारियों के प्रति संवेदनशील होने के महत्व पर भी जोर दिया। सुश्री कस्तूरी रे ने स्पष्ट किया कि किस प्रकार जनसंचार का अर्थ कहानियों को प्रभावी तरीके से बताना है। उन्होंने आगे कहा, जुनून एक सफल करियर नहीं दे सकता है, लेकिन कौशल, कंडीशनिंग और पोजिशनिंग जुनून को एक सफल करियर में बदलने में मदद कर सकती है। अपने अध्यक्षीय भाषण में बिरला ग्लोबल यूनिवर्सिटी के कुलपति प्रो.पी.पी. माथुर ने कौशल विकास के महत्व पर ध्यान केंद्रित किया। उन्होंने छात्रों से ऊंचे लक्ष्य रखने को कहा। उन्होंने कहा, अपने सपनों को बहुत ऊंचे रखना और



उन्हें हासिल न करना अपने लक्ष्य छोटे रखने और उन्हें हासिल करने से बेहतर विचार है। बिड़ला ग्लोबल यूनिवर्सिटी के रजिस्ट्रार प्रो. बी.के. दास ने छात्रों को संबोधित करते हुए कहा कि एक पेशे के रूप में संचार साहसिक और ग्लैमरस दोनों है। देश में बदलते मीडिया परिदृश्य के बारे में बोलते हुए उन्होंने कहा कि देश में राजनीतिक परिदृश्य मीडिया ही तय करता है। कार्यक्रम की शुरुआत बीजीयू कुलगीत (विश्वविद्यालय गान) की प्रस्तुति के साथ हुई। अपने स्वागत भाषण में बिरला स्कूल ऑफ कम्युनिकेशन के प्रमुख डॉ. शिव शंकर दास ने नए प्रवेशित छात्रों का स्वागत करते हुए मीडिया उद्योग के विकास पर जोर दिया। बिरला स्कूल ऑफ कम्युनिकेशन के सहायक प्रोफेसर डॉ. ज्ञानरंजन मिश्रा ने औपचारिक धन्यवाद ज्ञापन किया। इस कार्यक्रम में सभी स्कूलों के डीन, संकाय सदस्य, अभिभावक और नए प्रवेशित बीएजेएमसी और एमएजेएमसी छात्र उपस्थित थे।

ବିଜିୟୁର ନବାଗତ ଛାତ୍ରାଛାତ୍ରୀଙ୍କୁ ସମର୍ଥନ

ଭୁବନେଶ୍ୱର, ୩।୮

ବିଲା ଗ୍ଲୋବାଲ ୟୁନିଭର୍ସିଟି (ବିଜିୟୁ) ପକ୍ଷରୁ ଆୟୋଜିତ ଏକ ସ୍ୱାଗତ ସମ୍ବର୍ଦ୍ଧନା ଉତ୍ସବ ନିକଟରେ ଅନୁଷ୍ଠିତ ହୋଇଯାଇଛି । ବିଶେଷକରି ୨୦୨୩-୨୪ ଶିକ୍ଷା ବର୍ଷ ପାଇଁ ନୂତନ ଭାବେ ବିଜିୟୁର ବିଏ ଜେଏମ୍‌ସି ଏବଂ ଏମ୍‌ଏ ଜେଏମ୍‌ସି ବିଭାଗରେ ନାମ ଲେଖାଇଥିବା ନୂତନ ଛାତ୍ରାଛାତ୍ରୀଙ୍କ ପାଇଁ ବିଶ୍ୱବିଦ୍ୟାଳୟ ପରିସରରେ ଏକ ସ୍ୱାଗତ ସମ୍ବର୍ଦ୍ଧନା ଉତ୍ସବର ଆୟୋଜନ କରାଯାଇଥିଲା । ଏହି ଅବସରରେ ରିଲାଏନ୍ସ ଜିଓର ବରିଷ୍ଠ ଅଧିକାରୀ ତଥା ଉପସଭାପତି ରୋହିତ ଦୁବେ ମୁଖ୍ୟ ଅତିଥି ଭାବେ ଯୋଗଦେଇଥିଲାବେଳେ ଦୁ୍ୟ ଇଣ୍ଡିଆ ଏକ୍ସପ୍ରେସର ବରିଷ୍ଠ ସମ୍ପାଦକ ଏବଂ ଲେଖକା କମ୍ପୁରୀ ରାୟ ସମ୍ମାନିତ ଅତିଥି ଭାବେ ଯୋଗଦେଇଥିଲେ । ଏ ସମ୍ପର୍କରେ ବିଜିୟୁର କୁଳପତି ପ୍ରଫେସର ପି.ପି.ମାଥୁର କହିଛନ୍ତି, ବର୍ତ୍ତମାନ ସମୟରେ ଶିକ୍ଷାର୍ଥୀମାନଙ୍କୁ ଲକ୍ଷ୍ୟ ଉଚ୍ଚ କରିବାକୁ ହେବ । ଏପରିକି ନିଜ ଦକ୍ଷତାର ବିକାଶ

ଉପରେ ସେ ବିଶେଷ ଗୁରୁତ୍ୱ ଦେଇଥିଲେ । ସେହିଭଳି ବିଜିୟୁର କୁଳସଚିବ ପ୍ରଫେସର ବି. କେ. ଦାସ କହିଥିଲେ, ଉଚ୍ଚ ବୃତ୍ତି ଉଭୟ ଦୁଃସାହସ ଓ ଆକର୍ଷଣୀୟ ହୋଇଥିବାବେଳେ ବର୍ତ୍ତମାନର ପରିସ୍ଥିତିକୁ ସମ୍ମାନ ଜଣାଇବା ସହ ସାମ୍ନା କରିବାକୁ ହେବ । ଅପରପକ୍ଷରେ ବିଲା ସ୍କୁଲ ଅଫ୍ କମ୍ୟୁନିକେଶନର ମୁଖ୍ୟ ଡ. ଶିବଶଙ୍କର ଦାସ ସ୍ୱାଗତ ଅଭିଭାଷଣ ସହ କାର୍ଯ୍ୟକ୍ରମର ଆଭିମୁଖ୍ୟ ସମ୍ପର୍କରେ ବିସ୍ତୃତ ଆଲୋଚନା କରୁଥିଲେ । ଏପରିକି ନୂତନ ଭାବେ ନାମଲେଖାଇଥିବା ଛାତ୍ରାଛାତ୍ରୀମାନଙ୍କୁ ସ୍ୱାଗତ କରିବା ସହିତ ଗଣମାଧ୍ୟମ ବିଭିନ୍ନ ଦିଗ ଉପରେ ବିଶେଷ ଗୁରୁତ୍ୱାରୋପ କରୁଥିଲେ । ପରିଶେଷରେ ବିଲା ସ୍କୁଲ ଅଫ୍ କମ୍ୟୁନିକେଶନର ଆସିଷ୍ଟାଣ୍ଟ ପ୍ରଫେସର ଡ. ଜ୍ଞାନରଞ୍ଜନ ମିଶ୍ର ଧନ୍ୟବାଦ ଅର୍ପଣ କରୁଥିଲେ । ଉଚ୍ଚ କାର୍ଯ୍ୟକ୍ରମରେ ବିଶ୍ୱବିଦ୍ୟାଳୟର ସମସ୍ତ ଡିନ, ଅଧ୍ୟାପକ, ଅଧ୍ୟାପିକା, ଅଭିଭାବକ ଏବଂ ନୂତନ ଭାବେ ନାମଲେଖାଇଥିବା ବିଏ ଜେଏମ୍‌ସି ଏବଂ ଏମ୍‌ଏ ଜେଏମ୍‌ସିର ଛାତ୍ରାଛାତ୍ରୀମାନେ ଯୋଗଦେଇଥିଲେ ।

Home > ODISHA LATEST > Birla Global University holds Commencement Day programme to welcome BAJMC and MAJMC Students

Birla Global University Holds Commencement Day Programme To Welcome BAJMC And MAJMC Students

Sambad English Bureau — Published On : Aug 2, 2023 at 11:35 PM

ODISHA LATEST



Bhubaneswar: Birla Global University organized the commencement day programme to welcome the newly admitted BAJMC and MAJMC students here today.

Rohit Dubey, Vice President – Reliance Jio, Brand & Corporate Communication, Public Policy & Advocacy graced the commencement day as the Chief Guest. Kasturi Ray, Senior News Editor, New Indian Express and Author graced the occasion as the Guest of Honour.

Rohit Dubey took the occasion to elaborate on his key learnings from the industry. He talked at length on the importance of brevity in communication, good listening, learning from great communicators. He also emphasized the importance of being sensitive to the social responsibilities of a new age communication professionals.

Kasturi Ray, articulated how mass communication is all about telling stories, in an effective way. She further added, “Passion cannot give a successful career, but skillset, conditioning and positioning can help to convert the passion to a successful career”.

In his presidential address, Prof. P. P. Mathur, Vice-Chancellor, Birla Global University, focused on the importance of developing skills. He asked the students to aim high, he added “Settings your dreams very high and not achieving it is better idea than setting your goals low and achieving them”.

Prof. B. K. Das, Registrar, Birla Global University addressing the students said that Communication as a profession is both adventurous and glamorous. Speaking about the changing media scenario in the country, he mentioned that the political scenario in the country is set by the media itself.

The programme started with the rendering of the BGU “Kulgeet” (University Anthem). In his welcome address Dr. Shiv Shankar Das, Head, Birla School of Communication, emphasized on the growth of the media industry while welcoming the newly admitted students. Dr.Gyanaranjan Mishra, Assistant Professor, Birla School of Communication offered the formal vote of thanks. The event was attended by Dean of all schools, faculty members, parents and newly admitted BAJMC and MAJMC students.

Home > ODISHA LATEST > Birla Global University holds Commencement Day programme to welcome BAJMC and MAJMC Students

Birla Global University Holds Commencement Day Programme To Welcome BAJMC And MAJMC Students

Sambad English Bureau — Published On : Aug 2, 2023 at 11:35 PM

ODISHA LATEST



Bhubaneswar: Birla Global University organized the commencement day programme to welcome the newly admitted BAJMC and MAJMC students here today.

Rohit Dubey, Vice President – Reliance Jio, Brand & Corporate Communication, Public Policy & Advocacy graced the commencement day as the Chief Guest. Kasturi Ray, Senior News Editor, New Indian Express and Author graced the occasion as the Guest of Honour.

Rohit Dubey took the occasion to elaborate on his key learnings from the industry. He talked at length on the importance of brevity in communication, good listening, learning from great communicators. He also emphasized the importance of being sensitive to the social responsibilities of a new age communication professionals.

Kasturi Ray, articulated how mass communication is all about telling stories, in an effective way. She further added, “Passion cannot give a successful career, but skillset, conditioning and positioning can help to convert the passion to a successful career”.

In his presidential address, Prof. P. P. Mathur, Vice-Chancellor, Birla Global University, focused on the importance of developing skills. He asked the students to aim high, he added “Settings your dreams very high and not achieving it is better idea than setting your goals low and achieving them”.

Prof. B. K. Das, Registrar, Birla Global University addressing the students said that Communication as a profession is both adventurous and glamorous. Speaking about the changing media scenario in the country, he mentioned that the political scenario in the country is set by the media itself.

The programme started with the rendering of the BGU “Kulgeet” (University Anthem). In his welcome address Dr. Shiv Shankar Das, Head, Birla School of Communication, emphasized on the growth of the media industry while welcoming the newly admitted students. Dr.Gyanaranjan Mishra, Assistant Professor, Birla School of Communication offered the formal vote of thanks. The event was attended by Dean of all schools, faculty members, parents and newly admitted BAJMC and MAJMC students.

ବିଜିମ୍ଭୁରେ ବିଏଜେଏମ୍‌ସି, ଏମ୍‌ଏଜେଏମ୍‌ସି ଛାତ୍ରଛାତ୍ରୀଙ୍କୁ ସ୍ଵାଗତ



ଭୁବନେଶ୍ଵର, ୩୮ (ସମ୍ପାଦକ): ୨୦୨୩ ଶିକ୍ଷାବର୍ଷରେ ନୂତନ ଭାବରେ ନାମଲେଖାକରୁଥିବା ବିଏଜେଏମ୍‌ସି ଏବଂ ଏମ୍‌ଏଜେଏମ୍‌ସି ଛାତ୍ରଛାତ୍ରୀଙ୍କ ପାଇଁ ବିର୍ଲା ଗ୍ଲୋବାଲ୍ ବିଶ୍ଵବିଦ୍ୟାଳୟ (ବିଜିମ୍ଭୁ) ତରଫରୁ ଏକ ସ୍ଵାଗତ ଉତ୍ସବ ଅନୁଷ୍ଠିତ ହୋଇଯାଇଛି । ରିଲାଏନ୍ସ ଜିଓର ବ୍ରାଣ୍ଡ୍ ଏବଂ କର୍ପୋରେଟ୍ କମ୍ୟୁନିକେସନ୍, ପବ୍ଲିକ୍ ପଲିସି ଏବଂ ଆଡଭୋକେଟ୍‌ସ୍ ଉପସଭାପତି ରୋହିତ ଦୁବେ ଏଥିରେ ମୁଖ୍ୟ ଅତିଥି ଭାବେ ଯୋଗଦେଇଥିଲେ । କାର୍ଯ୍ୟକ୍ରମରେ ଇଣ୍ଡିଆ ଏକ୍ସପ୍ରେସ୍‌ର ବରିଷ୍ଠ ସମ୍ବାଦ ସମ୍ପାଦକ ଏବଂ ଲେଖକା କସ୍ତୁରୀ ରାୟ ସମ୍ମାନୀତ ଅତିଥି ଭାବରେ ଯୋଗ ଦେଇଥିଲେ । ବିଶ୍ଵବିଦ୍ୟାଳୟର କୁଳପତି ପ୍ରଫେସର ପି.ପି. ମାଥୁର ସଭାପତିତ୍ଵ କରିଥିଲେ । କାର୍ଯ୍ୟକ୍ରମରେ ଅନ୍ୟମାନଙ୍କ ମଧ୍ୟରେ ବିଶ୍ଵବିଦ୍ୟାଳୟର କୁଳସଚିବ ପ୍ରଫେସର ବି କେ ଦାସ ଏବଂ ବିର୍ଲା ସ୍କୁଲ୍ ଅଫ୍ କମ୍ୟୁନିକେସନ୍‌ର ମୁଖ୍ୟ ଡ. ଶିବଶଙ୍କର ଦାସ ପ୍ରମୁଖ ଉପସ୍ଥିତ ଥିଲେ ।

