

BGU holds Commencement Day Programme to welcome BAJMC and MAJMC 2024 batch students

Birla Global University, Bhubaneswar organized the commencement day programme of the newly admitted students of BAJMC 2024-28 and MAJMC 2024-26 batch on 12th August 2024 at their Campus. Mr. Subranshu Panda, Head of Corporate Communication at Tata Steel, Kalinganagar and Meramandali, Odisha, graced the occasion as Guest of Honour. Mr. Panda, in his address shared insights from his extensive experience in corporate communication. He mentioned about crisis communication in public relations (PR) as a critical function that involves managing and mitigating the impact of unforeseen events that can harm an organization's reputation or operations citing stories during the COVID pandemic. Prof. (Dr.) Ashok Kumar Panda, Editor of MBC TV and adjunct Prof. of Birla Global University also shared his thoughts providing inspiration and guidance to the Students. Prof. P. P. Mathur, Vice-Chancellor, Birla Global University in his presidential address focused on the evolving practices of journalism and the growing digital media. Prof. B. K. Das, Registrar, Birla Global University spoke on future scope of journalism and how students can put technology like AI to good use. Dr. Shiv Shankar Das, Associate Dean, Birla School of Communication, delivered the welcome address by highlighting the importance of BAJMC & MAJMC program and concluded with

Birla Global University holds commencement day for Communication students

By Dr. Ashok Kumar Panda
Bhubaneswar, Aug 13 (FN Bureau)

Birla Global University (BGU), Bhubaneswar organized the commencement day programme of the newly admitted students of BAJMC 2024-28 and MAJMC 2024-26 batch on 12th August 2024 at Gothapatna Campus. Mr. Subranshu Panda, Head of Corporate Communication at Tata Steel, Kalanganagar and Meramandali, Odisha, graced the occasion as Guest of Honour. Mr. Panda, in his address shared insights from his extensive experience in corporate communication. He mentioned about crisis communication in public relations (PR) as a critical function that involves managing and mitigating the impact of unforeseen events that can harm an organization's reputation or operations citing stories during the COVID pandemic. He also mentioned about the power of media in today's world.

Prof. (Dr.) Ashok Kumar Panda, Editor of MBC

TV and Adjunct Prof. of Birla Global University also shared his thoughts providing inspiration and guidance to the students. He talked about the 3C's - connect, communicate, collaborate

and the present scope for jobs in print, electronic and digital media.

Mass Communication is among the most noblest profession he asserted.

Prof. P. P. Mathur, Vice-Chancellor, Birla Global University in his presidential address focused on the evolving practices of journalism and the growing digital media. He also in his speech mentioned how thankful he is to the parents for putting their trust on Birla Global University. Passion and tenacity are indeed vital to be successful in life he averred.

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Birla Global University spoke on future scope of journalism and how students can put technology like AI to good use. He also mentioned about building the right attitude

which is essential for a job and encouraged the students for entrepreneurship.

Dr. Shiv Shankar Das, Associate Dean, Birla School of Communication, delivered the welcome address by highlighting the importance of BAJMC and MAJMC program and said that students should engage in producing new content and set benchmarks in the field of journalism and mass communication.

The programme started with the rendering of the BGU "Kulgeet" (University Anthem). The commencement day concluded with the vote of thanks by Dr. Gyanranjan Mishra, Assistant Professor, Birla School of Communication, Birla Global University. The event was attended by Dean of schools, faculty members, parents and newly admitted BAJMC and MAJMC students.



ବିଲା ଗୋବୀଳ ଯୁନିଭର୍ସିଟି ପକ୍ଷରୁ ନବଗତ ଛାତ୍ରଛାତ୍ରୀଙ୍କୁ ସ୍ୱାଗତ

ଭୁବନେଶ୍ୱର, ୧୩୮ (ବୁଧରୋ): ବିଲା ଗୋବୀଳ ଯୁନିଭର୍ସିଟି (ବିଜିୟୁ), ଭୁବନେଶ୍ୱର ପକ୍ଷରୁ ବି.ଏ ଜେଏମ୍‌ସି ୨୦୨୪-୨୮ ଓ ଏମ୍.ଏ ଜେଏମ୍‌ସି ୨୦୨୪-୨୬ ବ୍ୟାଚ୍‌ର ନବଗତ ଛାତ୍ରଛାତ୍ରୀଙ୍କୁ ଏହାର ଗୋପାଳଣା ପରିସରରେ ସ୍ୱାଗତ କରାଯାଇଛି ।

ଓଡ଼ିଶା ମେରାମଣ୍ଡଳୀର କଳିଙ୍ଗ ନଗରସ୍ଥିତ ଗାଟା ଷ୍ଟିଲ କର୍ପୋରେଟ୍ କମ୍ପ୍ୟୁନିକେସନ ମୁଖ୍ୟ ଶୁଭ୍ରାଂଶୁ ପଣ୍ଡା ସମ୍ମାନିତ ଅତିଥି ଭାବେ ଯୋଗ ଦେଇ କର୍ପୋରେଟ୍ କମ୍ପ୍ୟୁନିକେସନ କ୍ଷେତ୍ରରେ ଥିବା ତାଙ୍କ ବ୍ୟାପକ ଅଭିଜ୍ଞତାକୁ ସମସ୍ତଙ୍କ ସହ ବାଣ୍ଟିଥିଲେ । ଏମ୍‌ସିଏ ଟିଭିର ଡ. ଅଶୋକ କୁମାର ପଣ୍ଡା ନିଜ ନିଜର ଅଭିଜ୍ଞତା ବାଣ୍ଟିଥିଲେ । ବିଜିୟୁ କୂଳପତି ପ୍ରଫେସର ପି.ପି ମାଥୁର ସାମ୍ବାଦିକତା ଓ ଡିଜିଟାଲ ମିଡିଆ ପାଠ୍ୟକ୍ରମ ଉପରେ ଗୁରୁତ୍ୱ

ଦେବା ପାଇଁ କହିଥିଲେ । ବିଜିୟୁ ରେଜିଷ୍ଟ୍ରାର ପ୍ରଫେସର ଡ.ବି.କେ ଦାସ ଭବିଷ୍ୟତରେ ଛାତ୍ରଛାତ୍ରୀମାନଙ୍କ ପାଇଁ ସାମ୍ବାଦିକତା ଓ ଗଣ ଯୋଗାଯୋଗ କ୍ଷେତ୍ରରେ ଥିବା ସୁବିଧା ସୁଯୋଗ ଉପରେ ଆଲୋଚନା କରିଥିଲେ । ବିଲା ସ୍କୁଲ



ଅର୍ଥ କମ୍ପ୍ୟୁନିକେସନ୍‌ର ଆସୋସିଏଟ୍ ଡିନ, ଶିବ ଶଙ୍କର ଦାସ ସ୍ୱାଗତ ଭାଷଣ ଦେଇ ବି.ଏ ଜେଏମ୍‌ସି ଓ ଏମ୍.ଏ ଜେଏମ୍‌ସି ପାଠ୍ୟକ୍ରମର ଗୁରୁତ୍ୱ ଉପରେ ଆଲୋକପାତ କରିଥିଲେ । ବିଲା ସ୍କୁଲ ଅର୍ଥ କମ୍ପ୍ୟୁନିକେସନ୍‌ର ଆସିଷ୍ଟାଣ୍ଟ ପ୍ରଫେସର ଜ୍ଞାନ ରଞ୍ଜନ ମିଶ୍ର ଧନ୍ୟବାଦ ଅର୍ପଣ କରିଥିଲେ ।

ଅର୍ଥ କମ୍ପ୍ୟୁନିକେସନ୍‌ର ଆସୋସିଏଟ୍ ଡିନ, ଶିବ ଶଙ୍କର ଦାସ ସ୍ୱାଗତ ଭାଷଣ ଦେଇ ବି.ଏ ଜେଏମ୍‌ସି ଓ ଏମ୍.ଏ ଜେଏମ୍‌ସି ପାଠ୍ୟକ୍ରମର ଗୁରୁତ୍ୱ ଉପରେ ଆଲୋକପାତ କରିଥିଲେ । ବିଲା ସ୍କୁଲ ଅର୍ଥ କମ୍ପ୍ୟୁନିକେସନ୍‌ର ଆସିଷ୍ଟାଣ୍ଟ ପ୍ରଫେସର ଜ୍ଞାନ ରଞ୍ଜନ ମିଶ୍ର ଧନ୍ୟବାଦ ଅର୍ପଣ କରିଥିଲେ ।

ବିଲ୍ଲା ଗ୍ଲୋବାଲ ୟୁନିଭର୍ସିଟି ପକ୍ଷରୁ ନବୀନତ ବି.ଏ ଜ୍ୟେମ୍ସି ଓ ଏମ୍.ଏ ଜ୍ୟେମ୍ସି ଛାତ୍ରଛାତ୍ରୀଙ୍କୁ ସ୍ୱାଗତ

ଭୁବନେଶ୍ୱର (ସବୁ୍ୟ): ବିଲ୍ଲା ଗ୍ଲୋବାଲ ୟୁନିଭର୍ସିଟି (ବିଜିୟୁ), ଭୁବନେଶ୍ୱର ପକ୍ଷରୁ ବି.ଏ ଜ୍ୟେମ୍ସି ୨୦୨୪-୨୮ ଓ ଏମ୍.ଏ ଜ୍ୟେମ୍ସି ୨୦୨୪-୨୬ ବ୍ୟାଚ୍‌ର ନବୀନତ ଛାତ୍ରଛାତ୍ରୀଙ୍କୁ ଏହାର ଗୋପାଚଣା ପରିସରରେ ସ୍ୱାଗତ କରାଯାଇଛି । ଓଡ଼ିଶା ମେରାମଣ୍ଡଳୀର କଳିଙ୍ଗ ନଗରସ୍ଥିତ ଟାଟା ଷ୍ଟିଲର କର୍ପୋରେଟ୍ କମ୍ୟୁନିକେସନ ମୁଖ୍ୟ ଶୁଭ୍ରାଂଶୁ ପଣ୍ଡା ସମ୍ମାନିତ ଅତିଥି ରୂପେ ଏଥରେ ଯୋଗ ଦେଇ କର୍ପୋରେଟ୍ କମ୍ୟୁନିକେସନ କ୍ଷେତ୍ରରେ ଥିବା ତାଙ୍କ ବ୍ୟାପକ ଅଭିଜ୍ଞତାକୁ ସମସ୍ତଙ୍କ ସହ ବାଣ୍ଟିବା ସହ କୌଣସି ସଂସ୍କାର ଖ୍ୟାତି ଓ ପ୍ରତିଷ୍ଠା ପାଇଁ ଲୋକ ସଂପର୍କର ପ୍ରାଥମିକତା ଉପରେ ଆଲୋଚନା କରିଥିଲେ । ଏମ୍‌ବିସି ଟିଭିର ତଃ ଅଶୋକ କୁମାର ପଣ୍ଡା ତଥା ବିଜିୟୁ ପ୍ରଫେସର ଛାତ୍ରଛାତ୍ରୀଙ୍କୁ ପ୍ରେରଣା ଓ ମାର୍ଗଦର୍ଶନ ପ୍ରଦାନ କରି ସେମାନଙ୍କ ସହ ନିଜ ନିଜର ଅଭିଜ୍ଞତା ବାଣ୍ଟିଥିଲେ । ବିଜିୟୁ କୁଳପତି

ପ୍ରଫେସର ପି.ପି ମାଥୁର ସାମ୍ବାଦିକତା ଓ ଡିଜିଟାଲ ମିଡିଆ ପାଠ୍ୟକ୍ରମ ଉପରେ ଗୁରୁତ୍ୱ ଦେବାପାଇଁ କହିବା ସହ ଅଭିଭାବକମାନେ ଶିକ୍ଷାନୁଷ୍ଠାନ ଉପରେ ଆସ୍ଥା ରଖିଥିବାରୁ ସେମାନଙ୍କୁ କୃତଜ୍ଞତା ଜଣାଇଥିଲେ । ବିଜିୟୁ ରେଜିଷ୍ଟ୍ରାର

ଓ ଏମ୍.ଏ ଜ୍ୟେମ୍ସି ପାଠ୍ୟକ୍ରମର ଗୁରୁତ୍ୱ ଉପରେ ଆଲୋଚନା କରିଥିଲେ । ୟୁନିଭର୍ସିଟିର କୁଳଗୀତ ପରିବେଷଣ କରାଯାଇ ଏହି କାର୍ଯ୍ୟକ୍ରମ ଆରମ୍ଭ କରାଯାଇଥିଲା । ବିଲ୍ଲା ସ୍କୁଲ ଅଫ୍ କମ୍ୟୁନିକେସନ୍‌ରର ଆଷିଷ୍ଟା



ପ୍ରଫେସର ତଃ ବି.କେ ଦାସ ଭବିଷ୍ୟତରେ ଛାତ୍ରଛାତ୍ରୀମାନଙ୍କ ପାଇଁ ସାମ୍ବାଦିକତା ଓ ଗଣ ଯୋଗାଯୋଗ କ୍ଷେତ୍ରରେ ଥିବା ସୁବିଧା ସୁଯୋଗ ଉପରେ ଆଲୋଚନା କରିଥିଲେ । ବିଲ୍ଲା ସ୍କୁଲ ଅଫ୍ କମ୍ୟୁନିକେସନ୍‌ର ଆସୋସିଏଟ୍ ଡିନ୍ ଶିବ ଶଙ୍କର ଦାସ ସ୍ୱାଗତ ଭାଷଣ ଦେଇ ବି.ଏ ଜ୍ୟେମ୍ସି

ପ୍ରଫେସର ଜ୍ଞାନ ରଞ୍ଜନ ମିଶ୍ର ଧନ୍ୟବାଦ ଅର୍ପଣ କରିଥିଲେ । ଏଥରେ ବିଜିୟୁର ବିଭିନ୍ନ ବିଭାଗର ଡିନ୍ , ପାକଲି ସଦସ୍ୟ, ଅଭିଭାବକ ଏବଂ ବିଏ ଜ୍ୟେମ୍ସି ଓ ଏମ୍.ଏ ଜ୍ୟେମ୍ସି ପାଠ୍ୟକ୍ରମରେ ନୂତନ ଭାବେ ନାମ ଲେଖାଇଥିବା ଛାତ୍ରଛାତ୍ରୀ ମାନେ ଯୋଗ ଦେଇଥିଲେ ।

DUMANI MAIL

Bhubaneswar

Thursday, 15, August, 2024

BGU Holds Commencement day Programme to Welcome BAJMC & MAJMC 2024 Batch Students



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