

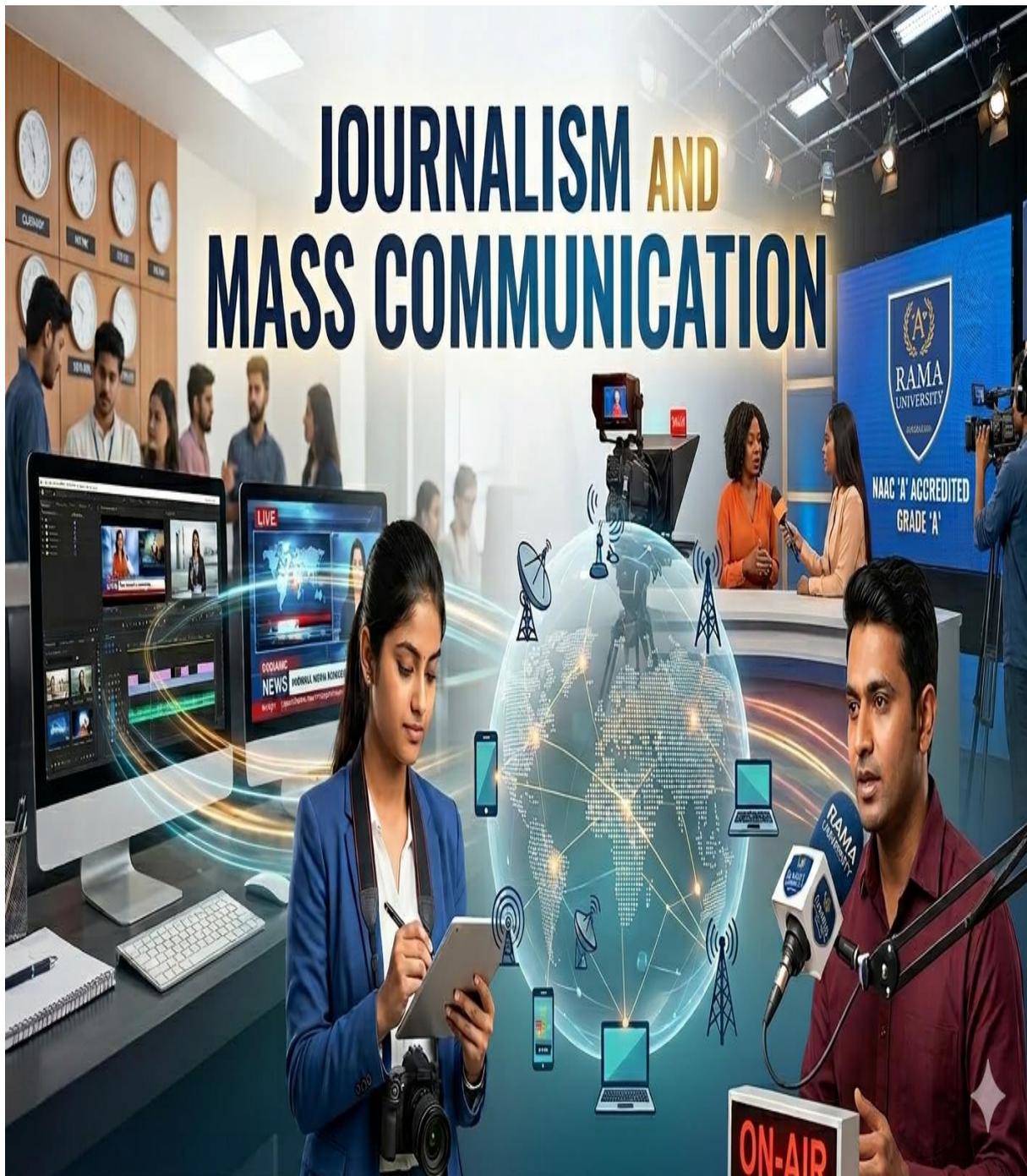
ACADEMIC STRATEGY PLAN

2026-2031



RAMA
UNIVERSITY

NAAC
GRADE A
ACCREDITED



Various Domains:

❖ Academic Excellence and Curriculum Innovations

Phase 1: Academic Excellence & Foundation Development

□ 1. Faculty Development & Research Excellence

Focus Area	Key Initiatives
Faculty Recruitment	Recruit highly qualified faculty with academic and industry experience
Faculty Development	Workshops, faculty exchange programs, conferences, research collaborations
Research Promotion	Publications in reputed journals, book writing, funded research projects
Academic Leadership	Build a strong academic and research-driven environment

□ 2. Teaching Innovation & Curriculum Design

Focus Area	Key Initiatives
Teaching Methods	Experiential learning, case studies, newsroom simulations, digital storytelling
Curriculum Framework	Designed as per UGC guidelines with global media trends
Course Coverage	Media ethics, media law, digital media, PR, advertising, film studies, research methods
Interdisciplinary Learning	Integration with social sciences, political communication, cultural studies

□ 3. Infrastructure & Cultural Integration

Focus Area	Key Initiatives
Media Infrastructure	TV studio, radio studio, podcast room, editing suites, digital labs
Indian Knowledge System	Promote ethical journalism, indigenous traditions, cultural diversity
Academic Collaborations	Partnerships with institutions like Press Council of India & Prasar Bharati

Phase 2: Curriculum Innovation, Industry Linkage & Placement

□ 4. Industry-Oriented Curriculum & Skill Development

Focus Area	Key Initiatives
Curriculum Innovation	Regular revision with industry inputs
Industry Exposure	Collaboration with organizations like The Times of India, NDTV, Zee

Focus Area	Key Initiatives
	Media
Skill-Based Courses	Anchoring, radio jockeying, cinematography, documentary production
Digital Skills	Data journalism, mobile journalism, fact-checking, social media management

□ **5. Practical Learning & Student Engagement**

Focus Area	Key Initiatives
Field-Based Learning	Reporting on social, cultural, developmental issues
Student Platforms	Campus radio, digital news portals
Workshops	Anchoring, voice modulation, editing, script writing, podcasting
Internships	Mandatory yearly internships across media sectors

□ **6. Placement, Entrepreneurship & Career Growth**

Focus Area	Key Initiatives
Placement Support	Dedicated career guidance and placement cell
Industry Linkages	MoUs with media organizations
Placement Goal	Aim for 100% placement
Entrepreneurship	Promote media startups and innovation
Outcome Vision	Industry-ready, ethical, and skilled media professionals

□ **7. Media Research, Innovation & Publication**

Focus Area	Key Initiatives
Media Research	Promote advanced research in journalism, digital media, communication
Research Labs	Establish media research labs for data journalism and audience analysis
Publications	Encourage student and faculty publications in journals, magazines and etc
Innovation	Develop innovative media content, documentaries, and digital storytelling

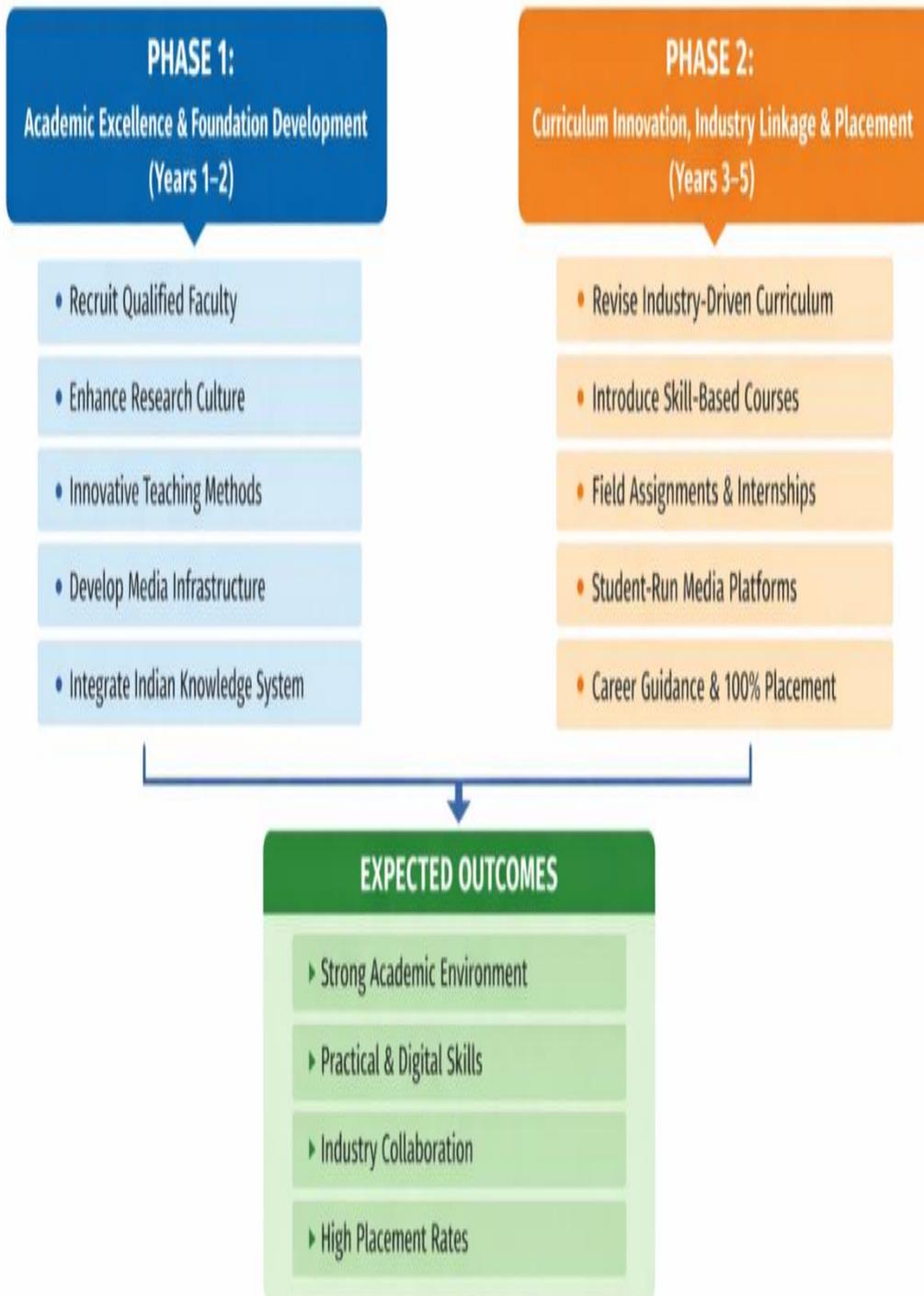
□ **8. Global Exposure & Academic Collaboration**

Focus Area	Key Initiatives
International Collaboration	Tie-ups with foreign universities and media institutions
Exchange Programs	Student and faculty exchange programs for global exposure
Global Curriculum	Incorporate international media practices and case studies

FIVE-YEAR STRATEGIC PLAN

Department of Journalism & Mass Communication

Rama University



❖ Research, Innovation and Consultancy

Phase 1: Research Development & Academic Foundation

□ 1. Research Culture & Ecosystem Development

Focus Area	Key Initiatives
Research Culture	Integrate theoretical inquiry with practical media applications and social impact
Research Ecosystem	Promote interdisciplinary studies in media, communication, society, technology, and culture
Research Clusters	Digital journalism, political communication, development communication, AI in media, media ethics, community media
Indian Knowledge System	Integrate indigenous knowledge into media research and discourse

□ 2. Publications, Collaborations & Academic Growth

Focus Area	Key Initiatives
Publications	Encourage research papers in national and international peer-reviewed journals
Book Writing	Promote scholarly book publications
Conferences	Participation in international conferences and seminars
Academic Collaboration	Strengthen global and national research partnerships

□ 3. Research Infrastructure & Funding

Focus Area	Key Initiatives
Research Centre	Establish Media Research and Innovation Centre
Tools & Resources	Data analysis software, digital labs, media archives, academic databases
Funding Agencies	Collaborate with UGC and ICSSR for funded research projects
Research Journal	Launch annual peer-reviewed journal in media and communication

□ 4. Capacity Building & Research Training

Focus Area	Key Initiatives
Workshops	Research methodology, qualitative & quantitative analysis
Digital Analytics	Training in digital media analytics
Interdisciplinary Research	Promote cross-disciplinary and applied research
Student Research	Encourage student-led research on contemporary issues

Phase 2: Innovation, Industry Collaboration & Consultancy

□ 5. Innovation & Technology Integration

Focus Area	Key Initiatives
Media Innovation	Integrate AI, digital technology, and multimedia storytelling
Innovation Labs	Develop digital platforms, podcasts, community radio, documentary production
Emerging Areas	Mobile journalism, data journalism, immersive storytelling, social media analytics

□ 6. Industry Collaboration & Practical Exposure

Focus Area	Key Initiatives
Industry Partnerships	Collaboration with NDTV, Zee Media, The Times of India
Real-World Projects	Student and faculty involvement in media production and content creation
Training Programs	Industry-oriented workshops and collaborative learning

□ 7. Consultancy & Development Communication

Focus Area	Key Initiatives
Consultancy Services	Media strategy, digital communication, PR, crisis communication
Target Sectors	Government, NGOs, corporate organizations, community institutions
Development Communication	Health awareness, environment, rural development, digital literacy campaigns

□ 8. Events, Entrepreneurship & Institutional Vision

Focus Area	Key Initiatives
Academic Events	Media training programs, innovation festivals, research exhibitions, conclaves
Entrepreneurship	Promote start-ups in digital journalism, podcasting, multimedia production
Institutional Goal	Establish department as a centre for research, innovation, and consultancy excellence

Research, Innovation and Consultancy (Five-Year Strategic Plan)

Department of Journalism and Mass Communication – Rama University



Phase 1: Research Development and Academic Foundation

1. Build Strong Research Culture
2. Interdisciplinary Research Studies
3. Specialized Research Clusters
4. Indian Knowledge System Integration
5. Publish in Peer-Reviewed Journals
6. International Conferences & Seminars
7. Media Research & Innovation Centre
8. Funded Research Projects (UGC, ICSSR)
9. Annual Research Journal
10. Workshops & Interdisciplinary Research

Academic Excellence & Research Hub



Phase 2: Innovation, Industry Collaboration and Consultancy

11. Digital & AI Innovations
12. Media Innovation Labs
13. Mobile & Data Journalism
14. Partnerships with NDTV, Zee, TOI
15. Practical Media Projects
16. Media Consultancy Services
17. Consultancy for Govt. & NGOs
18. Development Communication
19. Training & Media Conclaves
20. Promote Media Entrepreneurship

Industry Partnerships & Consultancy Services

Research, Innovation & Consultancy Focus

❖ Student-Centric Initiatives and Outcomes

Phase 1: Student-Centric Initiatives & Skill Development

□ 1. Student-Centric Learning Approach

Focus Area	Key Initiatives
Learning Philosophy	Focus on professional competence, creativity, leadership, and ethical values
Experiential Learning	Active participation in media production, research, and community engagement
Teaching Methods	Newsroom simulations, project-based learning, group reporting, digital storytelling, case studies

□ 2. Infrastructure & Practical Skill Training

Focus Area	Key Initiatives
Media Infrastructure	Television studios, radio units, editing labs, multimedia production facilities
Practical Training	News production, video editing, script writing, photography, podcasting
Digital Skills	Social media management and multimedia content creation

□ 3. Field Exposure & Specialized Training

Focus Area	Key Initiatives
Field Reporting	Coverage of social, cultural, political, and developmental issues
Skill Enhancement	Critical thinking, observation, and analytical abilities
Specialized Modules	Anchoring, radio jockeying, cinematography, documentary production, mobile journalism

□ 4. Mentorship, Values & Student Engagement

Focus Area	Key Initiatives
Indian Knowledge System	Promote cultural awareness, ethical journalism, social responsibility
Mentoring Programs	Academic guidance, career planning, research development, personal growth
Student Participation	Media festivals, film competitions, debates, journalism conferences

Phase 2: Outcomes, Employability & Professional Growth

□ 5. Internships & Practical Exposure

Focus Area	Key Initiatives
Internships	Mandatory in print, TV, radio, digital media, advertising, PR sectors
Media Platforms	Campus newspapers, digital portals, podcasts, community radio
Industry Exposure	Hands-on experience through real media environments

□ **6. Skill Development & Content Creation**

Focus Area	Key Initiatives
Core Skills	Communication, critical analysis, storytelling, ethical decision-making
Content Production	News reports, documentaries, podcasts, digital campaigns
Practical Output	Multimedia-based learning and production

□ **7. Employability & Entrepreneurship**

Focus Area	Key Initiatives
Employability	Practical training, internships, industry exposure
Placement	Opportunities in media houses, digital platforms, advertising agencies
Entrepreneurship	Digital platforms, YouTube channels, podcasting, production ventures

□ **8. Research Orientation & Professional Vision**

Focus Area	Key Initiatives
Student Research	Media surveys, audience research, seminars, workshops
Social Responsibility	Community engagement and development-focused reporting
Institutional Goal	Develop skilled, ethical, and socially responsible media professionals

□ **9. Digital Innovation & Emerging Media Skills**

Focus Area	Key Initiatives
Emerging Technologies	Training in AI tools, data journalism, AR/VR storytelling
Digital Platforms	Content creation for OTT, web journalism, and mobile-first media
Innovation Labs	Establish digital media labs for experimentation and creative production

□ **10. Alumni Engagement & Industry Networking**

Focus Area	Key Initiatives
Alumni Interaction	Guest lectures, mentoring sessions, and career guidance by alumni
Networking Opportunities	Industry meets, media conclaves, and professional networking events
Career Support	Alumni-driven internships, placements, and collaborative projects

Student-Centric Initiatives and Outcomes

Department of Journalism and Mass Communication – Rama University

Phase 1:

Student-Centric Initiatives and Skill Development

- 1 Experiential Learning & Active Media Participation
- 2 Newsroom Simulations & Digital Storytelling
- 2 Newsroom Simulations & Digital Storytelling
- 3 Modern Media Infrastructure: TV, Radio, Editing Labs
- 4 Training in News Production, Photography & Podcasting
- 5 Field Reporting on Social & Development Issues
- 6 Anchoring, Cinematography, & Mobile Journalism
- 7 Integration of Indian Knowledge System
- 8 Mentoring & Career Guidance Programs
- 9 Participation in Media Festivals & Competitions
- 10 Cross-Platform Media Ethics and Governance



Phase 2:

Outcomes, Employability and Professional Growth

- 11 Mandatory Internships and Corporate Placements
- 12 Student-Led Digital Portals, Radio Shows and Documentaries
- 13 Advanced Multimedia Content and Storytelling Expertise
- 14 Community Engagement, Social Responsibility, and Development Journalism
- 15 Critical Media Research, Audience Analysis, and Data Studies
- 16 Comprehensive Professional Skillsets (Anchoring, Photography, Editing, Podcasting, MoJo)
- 17 Career Support and Mentoring for Placement Success
- 18 Professional Certifications and Workshop Participation (Seminars & Conferences)
- 19 Integrated Ethical Practices and Indian Knowledge Systems
- 20 Career Leadership and Media Entrepreneurship.



Practical Learning & Skill Development



Career Success & Ethical Journalism



❖ **Faculty Development & Capacity Building**

Phase 1: Faculty Development & Academic Strengthening

□ **1. Faculty Recruitment & Academic Excellence**

Focus Area	Key Initiatives
Faculty Development	Strengthen faculty as the core pillar of academic excellence
Recruitment	Hire highly qualified faculty with PhDs, research expertise, and industry experience
Academic-Practical Balance	Ensure a blend of theoretical knowledge and practical media exposure

□ **2. Professional Development & Academic Engagement**

Focus Area	Key Initiatives
Training Programs	Orientation programs, refresher courses, specialized training
Academic Participation	Conferences, seminars, workshops (national & international)
Research Funding	Collaboration with UGC and ICSSR for fellowships and grants

□ **3. Research Promotion & Scholarly Contributions**

Focus Area	Key Initiatives
Publications	Research papers in peer-reviewed journals
Academic Writing	Book writing and scholarly contributions
Research Culture	Internal research colloquia and collaborative academic environment

□ **4. Global Exposure & Digital Competence**

Focus Area	Key Initiatives
Faculty Exchange	Visiting scholar programs with national and international institutions
Digital Skills	Training in digital pedagogy, multimedia storytelling, data journalism, AI in media
Indian Knowledge System	Integration of ethical and cultural perspectives in teaching

Phase 2: Capacity Building, Industry Exposure & Leadership Development

□ **5. Industry Exposure & Practical Integration**

Focus Area	Key Initiatives
Industry Training	Short-term attachments with NDTV, Zee Media, The Times of India

Focus Area	Key Initiatives
Teaching Integration	Incorporate newsroom practices and digital strategies into teaching
Practical Modules	Simulations, field reporting, documentaries

□ 6. Leadership Development & Academic Management

Focus Area	Key Initiatives
Leadership Skills	Academic administration, decision-making, conflict management
Academic Leadership	Managing programs, research centres, mentoring systems
Senior Faculty Roles	Lead research projects, conferences, and doctoral supervision

□ 7. Mentorship & Interdisciplinary Collaboration

Focus Area	Key Initiatives
Mentoring System	Senior faculty guiding new teachers
Interdisciplinary Work	Collaboration with sociology, political science, economics, IT, cultural studies
Academic Growth	Career development and collaborative learning

□ 8. Digital Skills, Consultancy & Professional Engagement

Focus Area	Key Initiatives
Advanced Tools	Training in data analytics, video editing, podcasting, social media analysis
Consultancy	Media training, communication strategy, community initiatives
Professional Events	Participation in media festivals, seminars, competitions

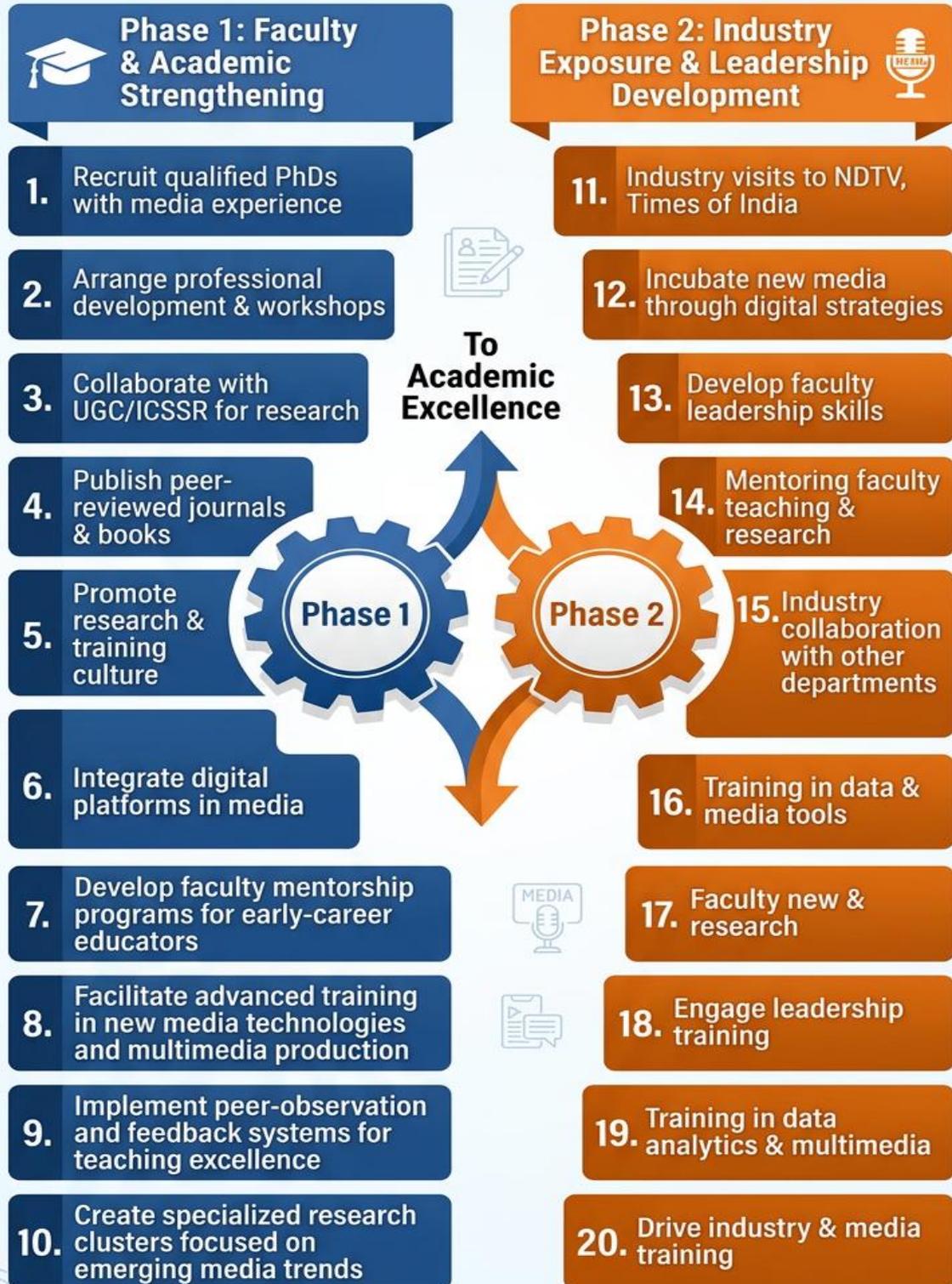
□ 9. Research Collaboration & Policy Contribution

Focus Area	Key Initiatives
Industry Research	Collaboration on audience behavior, digital trends, communication strategies
Policy Engagement	Contribution to media ethics debates and public communication

10. Faculty Mentoring & Interdisciplinary Integration

Focus Area	Key Initiatives
Faculty Support System	Experienced faculty members mentoring and supporting junior teachers
Cross-Disciplinary Collaboration	Joint initiatives with departments such as sociology, political science, economics, IT, and cultural studies

Faculty Development & Capacity Building (Five-Year Plan) - Faculty of Journalism & Mass Communication - Rama University



❖ Infrastructure and ICT Enhancement

Phase 1: Infrastructure Development & ICT Integration

□ 1. Infrastructure Enhancement & Modernization

Focus Area	Key Initiatives
Infrastructure Development	Strengthen media education through advanced infrastructure
Studio Upgradation	Upgrade media and radio studios with industry-standard digital technologies
TV Production Unit	Expand into full-fledged television studio with HD cameras, teleprompters, lighting, green screen, editing suites

□ 2. Radio, Labs & Practical Training Facilities

Focus Area	Key Initiatives
Radio Studio	Develop as professional centre for audio journalism, podcasting, broadcasting
Digital Media Lab	High-performance computers, editing software, graphic design tools
Skill Training	Video editing, sound design, animation, data visualization, multimedia production

□ 3. ICT-Enabled Teaching & Learning

Focus Area	Key Initiatives
Smart Classrooms	Smart boards, high-speed internet, audio-visual tools
Blended Learning	Digital presentations, virtual simulations, interactive discussions
Digital Newsroom Platform	for producing and publishing multimedia content

□ 4. Digital Resources & Knowledge Integration

Focus Area	Key Initiatives
Media Archive	Access to newspapers, broadcasts, films
Digital Library	Online academic resources and databases
Indian Knowledge System	Integration of cultural and traditional knowledge resources

Phase 2: Advanced ICT, Innovation & Research Infrastructure

□ 5. Innovation & Emerging Media Technologies

Focus Area	Key Initiatives
Innovation Centre	Multimedia and digital storytelling centre

Focus Area	Key Initiatives
Advanced Tools	Mobile journalism kits, drones, DSLR cameras, editing workstations
Content Production	Documentaries, investigative reports, multimedia campaigns

□ 6. Digital Learning Systems & Accessibility

Focus Area	Key Initiatives
LMS Implementation	Learning Management Systems for online education
Flexible Learning	Remote access to lectures, digital platforms, e-learning resources
Blended Education	Integration of online and offline teaching methods

□ 7. Research Infrastructure & Community Engagement

Focus Area	Key Initiatives
Media Research Lab	Audience research, content analysis, social media monitoring
Community Hub	Link radio studio with public communication initiatives
Industry Collaboration	Partnerships with NDTV, Zee Media, The Times of India

□ 8. Digital Portfolio, Innovation & Institutional Vision

Focus Area	Key Initiatives
Portfolio Platforms	Showcase student projects, podcasts, documentaries, research
Innovation Support	Encourage creative media production and experimentation
Institutional Goal	Build a technologically advanced media education centre

□ 9. Cyber Infrastructure & Data Security

Focus Area	Key Initiatives
Network Systems	Establish secure, high-speed campus-wide internet and server infrastructure
Data Protection	Implement cybersecurity measures and data backup systems
Digital Safety Training	Train students and faculty in ethical and secure digital practices

□ 10. Green ICT & Sustainable Infrastructure

Focus Area	Key Initiatives
Energy Efficiency	Use energy-efficient equipment and smart power management systems
E-Waste Management	Proper disposal and recycling of electronic waste
Sustainable Practices	Promote eco-friendly digital operations and paperless administration

Infrastructure & ICT Enhancement (Five-Year Strategic Plan)

Department of Journalism and Mass Communication – Rama University

Phase 1: Infrastructure Development & ICT Integration

1. Upgrade media and radio studios with advanced digital technologies.
2. Expand TV production unit with HD cameras, teleprompters & editing suites.
3. Develop radio studio for audio journalism & podcast training.
4. Create a digital media lab with editing and design tools.
5. Introduce ICT-enabled smart classrooms.
6. Enable video editing, sound design & multimedia training.
7. Establish digital newsroom platform for online journalism.
8. Develop media archive & digital library access.
9. Set up campus-wide high-speed Wi-Fi infrastructure.
10. Implement dedicated technical & IT support teams.



Phase 2: Advanced ICT, Innovation & Research Infrastructure

11. Establish multimedia innovation & storytelling centre.
12. Provide mobile journalism kits, drones & DSLR cameras.
13. Produce documentaries & investigative reports.
14. Implement modern Learning Management Systems (LMS).
15. Create community media communication hub.
16. Set up media analytics & research lab.
17. Collaborate with NDTV, Zee Media & Times of India.
18. Develop digital portfolio platforms for students.
19. Transform into advanced media education centre.
20. Organize national & international media conferences.

❖ **Industry Linkages and Collaborations**

1. Academic Integration

- Align curriculum with current media practices and industry requirements.
 - Invite media experts for guest lectures and interactive sessions.
 - Establish an Industry Advisory Board for curriculum and skill guidance.
 - Promote joint research projects in media studies and digital communication.
 - Introduce industry-oriented certification and add-on courses.
 - Incorporate case studies and real-time media projects into teaching.
 - Develop collaborative curriculum modules with media organizations and professionals.
 - Integrate digital tools and emerging technologies (AI, data journalism, multimedia storytelling).
 - Encourage interdisciplinary learning with allied fields like marketing, PR, and film studies.
 - Conduct regular curriculum review workshops with industry experts.
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2. Industry Collaboration

- Sign MoUs with leading media houses (NDTV, Zee Media, Times of India).
 - Develop structured internship programs across media sectors.
 - Organize newsroom visits and industry exposure programs.
 - Utilize media studios for practical training with industry professionals.
 - Initiate collaborative content production projects with media partners.
 - Facilitate live project assignments and field-based learning opportunities.
 - Establish partnerships for sponsored research and consultancy projects.
 - Create industry-supported labs and centers of excellence.
 - Collaborate with digital platforms for content distribution and student visibility.
 - Develop alumni-industry networking channels for continuous collaboration.
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3. Professional Growth

- Establish a strong internship ecosystem (TV, Radio, Digital Media).
- Launch specialized training programs (anchoring, cinematography, digital media).
- Organize media events, conclaves, and communication summits.
- Enhance employability, entrepreneurship, and career opportunities.
- Develop career mentoring and placement support systems.
- Encourage student participation in national and international media competitions.
- Support startup incubation and freelance media ventures for students.
- Offer portfolio development and personal branding workshops.
- Provide soft skills and communication training for professional readiness.
- Facilitate industry certification programs to enhance employability credentials.

Industry Linkages & Professional Development

Department of Journalism and Mass Communication – Rama University

Five-Year Strategic Plan

Academic Integration

1. Align Curriculum with Media Practices 
2. Invite Experts for Guest Lectures 
3. Create Industry Advisory Board 
4. Promote Joint Research Projects 
5. Sign MOUs with Media Houses (NDTV, Zee Media, Times of India) 
6. Develop Structured Internships

Industry Collaboration

5. Sign MOUs with Media Houses (NDTV, Zee Media, Times of India)
6. Develop Structured Internships



Academic-Industry Interface

Professional Growth

9. Establish Internship Ecosystem (TV, Radio, Podcasting)
10. Launch Specialized Training Programs (Anchoring, Cinematography) 
11. Organize Media Events & Summits 
12. Use Media Studios for Training (TV, Radio, Podcasting) 
11. Organize Media Events & Summits 
12. Enhance Employability & Entrepreneurship 

1. Sign MOUs with Media Houses
2. Invite Experts for Guest Lectures
3. Create Industry Advisory Board
4. Promote Joint Research Projects

9. Establish Internship Ecosystem (TV, Radio, Podcasting)
10. Launch Specialized Training Programs (Anchoring, Cinematography, Digital Media)
11. Organize Media Events & Summits
12. Enhance Employability & Entrepreneurship

❖ Institutional Values, Sustainability and Governance

1. Institutional Values (Ethics & Social Responsibility)

- Promote core values of truth, fairness, objectivity, and accountability in journalism.
 - Integrate media ethics, media law, and social responsibility into curriculum.
 - Encourage ethical journalism practices through practical training and case studies.
 - Organize seminars on fake news, misinformation, media bias, and digital privacy.
 - Promote cultural diversity, inclusivity, and respect for all backgrounds.
 - Establish a code of conduct for ethical media practices and professional behavior.
 - Encourage community engagement and socially responsible reporting projects.
 - Conduct workshops on responsible use of social media and digital platforms.
 - Recognize and reward students for ethical journalism and socially impactful work.
 - Introduce ethics audit mechanisms for student media productions.
 - Promote civic engagement through media campaigns on social issues.
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2. Sustainability & Cultural Integration

- Promote eco-friendly practices (paperless work, digital submissions, e-learning).
 - Encourage media projects on climate change, environment, and sustainability.
 - Conduct awareness programs on sustainable development and environmental communication.
 - Integrate Indian Knowledge System (IKS) into academics and activities.
 - Encourage exploration of traditional storytelling and communication methods.
 - Develop green campus initiatives and sustainable infrastructure practices.
 - Collaborate with environmental organizations for awareness campaigns and projects.
 - Promote use of renewable energy and resource conservation practices on campus.
 - Encourage documentation and promotion of local culture, heritage, and folk media.
 - Introduce sustainability-focused electives and certificate courses.
 - Promote student-led green initiatives and eco-clubs.
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3. Governance & Institutional Development

- Implement participatory governance involving faculty, students, and experts.
- Establish academic committees and advisory boards.
- Introduce feedback systems from students, alumni, and industry.
- Maintain policies on academic integrity and research ethics.
- Focus on faculty development and student mentoring.
- Implement transparent decision-making and accountability mechanisms.
- Adopt digital governance systems for efficient academic and administrative processes.
- Conduct regular internal audits and quality assurance reviews.
- Strengthen institutional branding, outreach, and stakeholder engagement strategies.
- Establish grievance redressal and conflict resolution mechanisms.

Institutional Values, Sustainability & Governance (5-Year Plan)

Department of Journalism and Mass Communication – Rama University

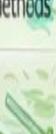


Institutional Values (Ethics & Social Responsibility)

1. Promote core values of truth, fairness, objectivity, and accountability in journalism 
2. Integrate media ethics, media law, and social responsibility into curriculum
3. Encourage ethical journalism practices through practical training and case studies 
4. Organize seminars on fake news, misinformation, media bias, digital privacy 
5. Develop students as responsible communicators contributing to democracy 
6. Promote cultural diversity, inclusivity and respect for all backgrounds 
7. Ensure gender equality and equal participation in all activities 
8. Create a safe and open learning environment for idea expression 

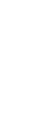


Sustainability & Cultural Integration

9. Promote eco-friendly practices (paperless work, digital submissions, e-learning) 
10. Encourage media projects on climate change, environment, and sustainability 
11. Conduct awareness programs on sustainable development and environmental communication 
12. Integrate Indian Knowledge System (IKS) into academics and activities 
13. Encourage exploration of traditional storytelling and communication methods 
14. Blend cultural heritage with modern media practices 



Governance & Institutional Development

16. Implement participatory governance involving faculty, students, and experts 
17. Establish academic committees and advisory boards 
18. Conduct regular meetings for academic review and planning 
19. Introduce feedback systems from students, alumni, and industry 
20. Adopt digital governance tools for transparency and efficiency 
21. Maintain policies on academic integrity and research ethics 
22. Focus on faculty development and student mentoring 
23. Strengthen collaboration with bodies like Press Council of India & Prasar Bharati 
24. Promote innovation, collaboration, and continuous improvement 



❖ Department Specific Strategic Initiatives

Phase 1: Academic Strengthening & Skill Development

□ 1. Curriculum Development & Academic Excellence

Focus Area | Key Initiatives

Curriculum Design | Practice-oriented curriculum integrating theory with professional skills
Curriculum Update | Regular revision with industry experts and academic inputs
Skill-Based Subjects | Reporting, anchoring, cinematography, digital content creation
Indian Knowledge System | Integration of ethical and cultural perspectives in media education

□ 2. Practical Training & Media Skill Enhancement

Focus Area | Key Initiatives

Studio Training | Hands-on learning through media and radio studios
Technical Skills | News production, script writing, editing, podcasting
Experiential Learning | Live projects and real-world journalism practice

□ 3. Student Platforms & Research Promotion

Focus Area | Key Initiatives

Student Media | Campus newspaper, digital portal, podcast channel
Research Areas | Digital journalism, media ethics, social media influence
Interdisciplinary Work | Collaboration with other academic departments

□ 4. Digital Media & Technology Integration (New)

Focus Area | Key Initiatives

Digital Tools | Training in AI tools, mobile journalism (MoJo), and content automation
Multimedia Skills | Video editing, graphics, animation, and web publishing
E-Learning | Use of LMS, online modules, and virtual newsroom simulations

□ 5. Faculty Development & Academic Leadership (New)

Focus Area | Key Initiatives

Faculty Training | Workshops, FDPs, and industry exposure programs
Research Capacity | Encouraging publications, projects, and collaborations
Academic Leadership | Strengthening mentoring, innovation, and academic planning

□ 6. Quality Assurance & Academic Monitoring (New)

Focus Area | Key Initiatives

Academic Quality | Establish internal quality assurance mechanisms for teaching and learning
Performance Review | Regular evaluation of student outcomes and faculty performance
Feedback System | Continuous feedback from students and stakeholders for improvement

Phase 2: Industry Outreach, Innovation & Entrepreneurship

□ 7. Industry Collaboration & Exposure

Focus Area | Key Initiatives

Partnerships | Collaboration with leading media organizations

Internships | Industry exposure through practical training opportunities

Professional Networking | Strengthening industry-academia linkages

□ 8. Innovation & Research Development

Focus Area | Key Initiatives

Innovation Centre | Establish Media Innovation and Research Centre

Emerging Media | Multimedia storytelling, data journalism, digital media

Content Creation | Documentaries and investigative journalism projects

□ 9. Community Engagement & Social Impact

Focus Area | Key Initiatives

Community Projects | Health awareness, rural development, environmental campaigns

Development Communication | Media initiatives addressing social issues

Social Responsibility | Student participation in community-based media work

□ 10. Entrepreneurship, Career Growth & Institutional Vision

Focus Area | Key Initiatives

Media Entrepreneurship | YouTube channels, news portals, podcasts

Start-up Training | Digital monetization and media business skills

Career Support | Placement assistance and alumni mentoring networks

Institutional Goal | Develop innovative, industry-ready media professionals

□ 11. Global Exposure & International Collaboration (New)

Focus Area | Key Initiatives

Academic Exchange | Student and faculty exchange programs with global institutions

Global Media Trends | Exposure to international journalism practices and standards

Collaborative Projects | Joint research, webinars, and cross-cultural media production

□ 12. Branding, Outreach & Media Visibility (New)

Focus Area | Key Initiatives

Institutional Branding | Strengthen department identity through media presence

Digital Outreach | Promote activities through social media, website, and digital platforms

Public Engagement | Showcase student work, events, and success stories to wider audiences

Department-Specific Strategic Initiatives (5-Year Plan)

Department of Journalism and Mass Communication – Rama University

Phase 1

Academic Strengthening & Skill Development

1. Develop a practice-oriented curriculum integrating theory with professional media
2. Regularly update curriculum with industry experts and academic inputs
3. Emphasize skill-based subjects like reporting, anchoring, cinematography, and digital content creation
4. Provide hands-on training through media studio and radio studio facilities
5. Train students in news production, script writing, editing, and podcasting
6. Establish student-led platforms (campus newspaper, digital portal, podcast channel).
7. Encourage real-world journalism practice through live projects
8. Integrate Indian Knowledge System (IKS) into media education
9. Promote research in digital journalism, media ethics, and social media influence
10. Organize seminars, workshops, film festivals, and journalism conclaves

Phase 2

Industry Outreach, Innovation & Entrepreneurship

13. Build partnerships with leading media organizations for internships and exposure
14. Establish a Media Innovation and Research Center
15. Promote innovation in multimedia storytelling, data journalism, and digital media
16. Encourage creation of documentaries and investigative projects
17. Promote community engagement projects (health, rural development, environment)
18. Support media entrepreneurship. (Youtube channels, news portals, podcasts).
19. Organize training on digital monetization and media startups
20. Develop career support systems, placement assistance, and alumni mentoring networks.

Center of Excellence in Media Education & Research

