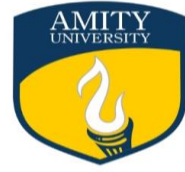


AMITY  
UNIVERSITY



**AMITY**  
UNIVERSITY

Nation building through philanthropy,  
education & research

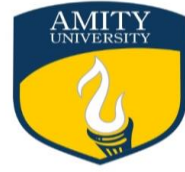
“When God pushes somebody,  
inspires somebody, leads  
somebody, no power in the world  
can stop such a person.”

- Dr. Ashok K. Chauhan

Founder President

Ritnand Balved Education Foundation





# AMITY UNIVERSITY

## PART OF AMITY EDUCATION GROUP

OVER 25 YEARS OF DEDICATION TO WORLD-CLASS EDUCATION

- 175,000 students
- 13,000 employees
- 10 Universities
- 28 Schools & Preschools
- 1,200 Acres of campuses
- Global School Campuses in Dubai, Abu Dhabi, Singapore, South Africa, Amsterdam and Sharjah
- Global Higher Education Campuses in London, Dubai, Singapore, New York, San Francisco, Mauritius, Nairobi and Tashkent
- 9.5 Million sq. ft. of buildings
- 120,000 Alumni across the world

RANKED INDIA'S #1  
NOT-FOR-PROFIT PVT.  
UNIVERSITY



In India Today University Rankings Issue dated: August 10, 2020

INDIA'S ONLY  
UNIVERSITY WITH  
US AND UK  
ACCREDITATION



RANKED AMONGST  
THE TOP 3%  
UNIVERSITIES  
GLOBALLY

QS and THE are the world's leading  
Global University Rankings Organisations



# NOBEL LAUREATES ASSOCIATED WITH AMITY



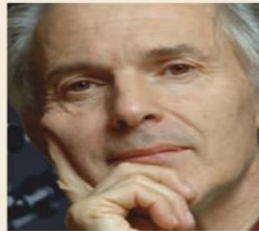
**Muhammad Yunus**  
Bangladeshi social entrepreneur, banker,  
economist, and civil society leader  
**Yunus Social Business  
Center at Amity**



**Sir Richard J. Roberts**  
Nobel Prize Winner,  
Physiology and Medicine  
**Richard Roberts Center  
for GMO at Amity**



**Kailash Satyarthi**  
Indian children's rights activist  
**Kailash Satyarthi Center for Child Rights  
& Development at Amity**



**Late Prof. Sir Harry Kroto, FRS**  
Francis Eppes Professor in the  
Deptt. of Chemistry and Biochemistry  
at Florida State University, USA



**Prof. Werner Arber**  
Honorary Professor of Biotechnology  
at Amity University



**Prof. Yuan T Lee**  
President Emeritus  
Academia Sinica, Taiwan



# AMITY UNIVERSITY NOIDA

(NEW DELHI NCR) 85 ACRE CAMPUS



## Amity School of Communication

- One of the largest media schools in Asia with 1700 students
- Established in 1999
- Ranked among top 10 media schools in the country.

### UG Programs

BA (J&MC)

BA (J&MC) 3 Continent

Mass Comm (International)

BA (J&MC) Evening

### PG Programs

MA (J&MC)

MA (A&MM)

MA (PR&EM)

MBA (Media Management)

PhD Mass Communication





## Infrastructure & Learning Resources



News & Virtual HD Studio



Chroma Studio



Photography Lab



Newsroom



Community Radio



# Community Radio Station



- Radio Amity 107.8
- State of the Art Radio Station run by Amity students
- Collaboration with UNESCO, BBC, Government agencies
- Regular community & extension events

[Live Streaming now at http://radioamity.com/](http://radioamity.com/)

## Life at ASCO





## Meet Our Alumni



- Print Journalists
- Television Broadcasters
- Entrepreneurs
- Photographers
- Marketing Communications and PR at Jet Privilege Pvt Ltd - JPPI
- Advertising Professionals

**Amit**  
Editor in chief at North-east Today

**Aamir**  
Consultant at Jet Privilege Pvt Ltd - JPPI

**Marketing Communications and PR at Jet Privilege Pvt Ltd - JPPI**



**Ashmita**  
Managing Director, Digifish3

**Priyanshu Zora**  
Bollywood Actor

- Public Relations Experts
- Bollywood Actors
- Digipreneurs



## Experiential Learning

Experiential, participative teaching-learning, problem solving.

- Group Discussions
- Role Plays
- Case Studies
- Class presentations
- Term papers/Seminars/Projects/Dissertation
- Industry internship/Fieldwork
- Collaborate on research projects with faculties and other universities.

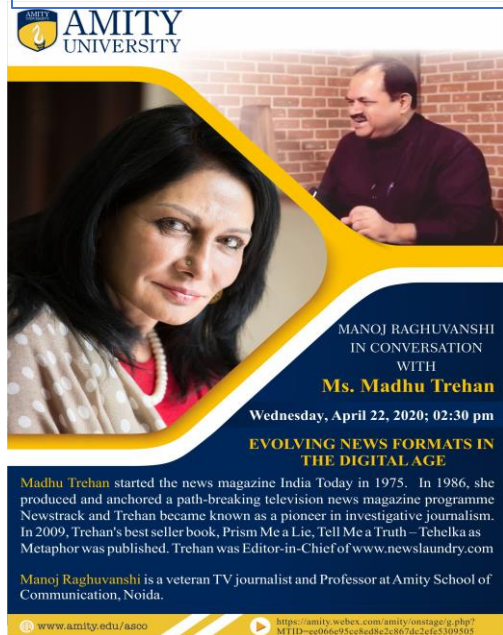
- High importance to holistic development of students through:
- Co-curricular, extra-curricular, field based activities
- Various student Club & Committees
- Inter-Institutional Sports Meet 'Sangathan'
- Participation in Inter-university/corporate competitions



# Charting the New Way Forward Webinars with Stalwarts!

During the Pandemic, Amity University has organised more than 10,000 webinars and online interactions with the top most experts of the country .

ASCO has invited International guests from all domains of Mass Communication ranging from the first woman video journalist entrepreneurs in the 80's to the latest Bollywood Star



**AMITY UNIVERSITY**

**MANOJ RAGHUVANSHI**  
IN CONVERSATION  
WITH  
**Ms. Madhu Trehan**

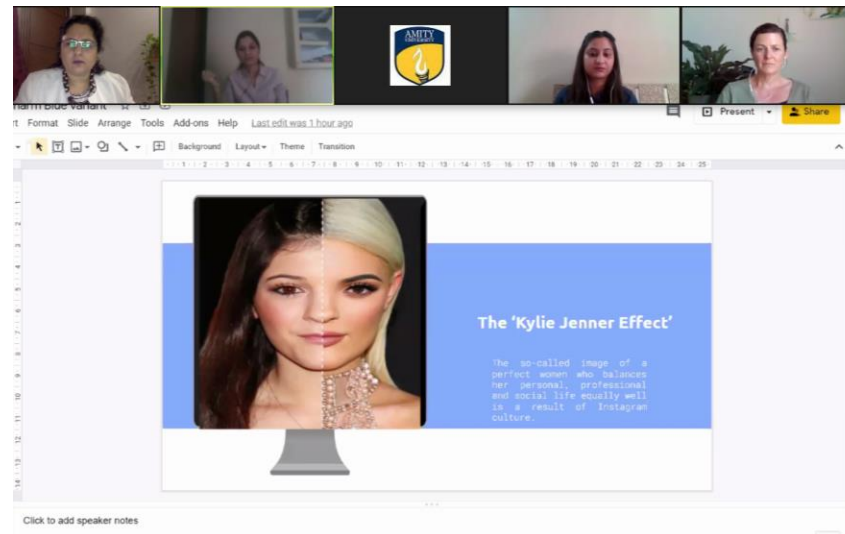
Wednesday, April 22, 2020; 02:30 pm

**EVOLVING NEWS FORMATS IN  
THE DIGITAL AGE**

Madhu Trehan started the news magazine India Today in 1975. In 1986, she produced and anchored a path-breaking television news magazine programme Newstrack and Trehan became known as a pioneer in investigative journalism. In 2009, Trehan's best seller book, Prism Me a Lie, Tell Me a Truth – Tehelka as Metaphor was published. Trehan was Editor-in-Chief of www.newslaundry.com

Manoj Raghuvanshi is a veteran TV journalist and Professor at Amity School of Communication, Noida.

[www.amity.edu/ascso](http://www.amity.edu/ascso)



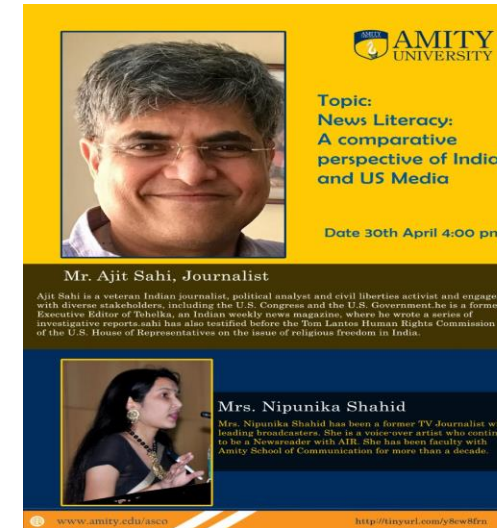
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**The 'Kylie Jenner Effect'**

The so-called image of a perfect woman who balances her personal, professional and social life equally well is a result of Instagram culture.

Click to add speaker notes



**AMITY UNIVERSITY**

**Topic:**  
**News Literacy:**  
**A comparative perspective of Indian and US Media**

**Date 30th April 4:00 pm**

**Mr. Ajit Sahi, Journalist**

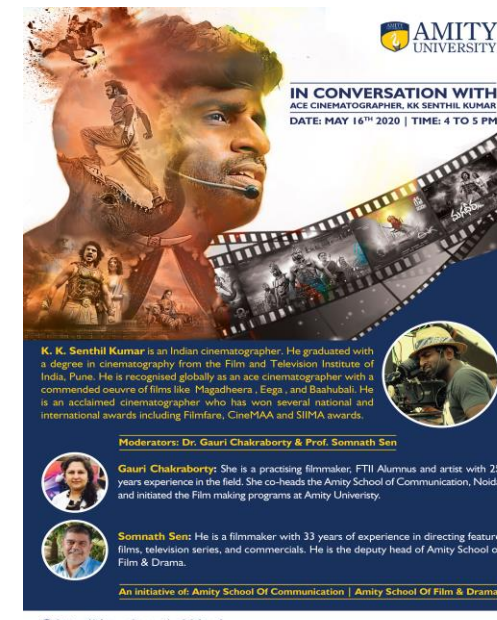
Ajit Sahi is a veteran Indian journalist, political analyst and civil liberties activist and engages with diverse stakeholders, including the U.S. Congress and the U.S. Government. He is a former Executive Editor of Tehelka, an Indian weekly news magazine, where he wrote a series of investigative reports. He has also testified before the Tom Lantos Human Rights Commission of the U.S. House of Representatives on the issue of religious freedom in India.

**Mrs. Nipunika Shahid**

Mrs. Nipunika Shahid has been a former TV-Journalist with leading broadcasters. She is a voice-over artist who continues to be a Newswriter with AIR. She has been faculty with Amity School of Communication for more than a decade.

[www.amity.edu/ascso](http://www.amity.edu/ascso)

<http://tinyurl.com/y9w8f8es>



**AMITY UNIVERSITY**

**IN CONVERSATION WITH**  
**K.K. Senthil Kumar**  
DATE: MAY 16<sup>TH</sup> 2020 | TIME: 4 TO 5 PM

**K. K. Senthil Kumar** is an Indian cinematographer. He graduated with a degree in cinematography from the Film and Television Institute of India, Pune. He is recognised globally as an ace cinematographer with a commendable oeuvre of films like Magadheera, Eega, and Baahubali. He is an acclaimed cinematographer who has won several national and international awards including Filmfare, CineMAA and SIIMA awards.

**Moderators: Dr. Gauri Chakraborty & Prof. Somnath Sen**

**Gauri Chakraborty:** She is a practising filmmaker, FTII Alumna and artist with 25 years experience in the field. She co-heads the Amity School of Communication, Noida and initiated the Film making programs at Amity University.

**Somnath Sen:** He is a filmmaker with 33 years of experience in directing feature films, television series, and commercials. He is the deputy head of Amity School of Film & Drama.

An initiative of: Amity School Of Communication | Amity School Of Film & Drama.

<http://tinyurl.com/y9w8f8es>



**AMITY UNIVERSITY**

**COMMUNITY RADIO**  
**GENDER NARRATIVES**  
**FROM THE GRASSROOTS**

4th May 2020, 1 to 2pm

**Mr. Eric Falt** is the Director and UNESCO Representative for the UNESCO New Delhi Cluster Office covering Bangladesh, Bhutan, India, Nepal, the Maldives and Sri Lanka. He was based at UNESCO Headquarters in Paris as the Assistant Director-General for External Relations and Public Information, with the rank of Assistant Secretary-General of the UN since September 2010. He served as Director of the Outreach Division at the United Nations Department of Public Information in New York. Mr. Falt was also the Director of Communications for the United Nations Environment Programme (UNEP), based at its headquarters in Nairobi.

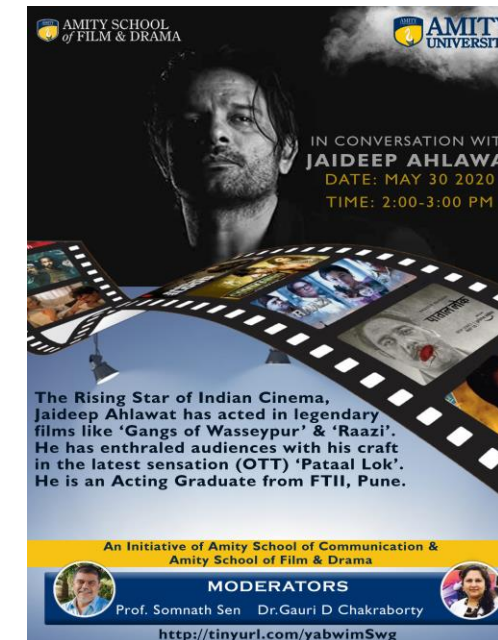
**Ms. Archana Kapoor** is a community broadcaster and filmmaker. She runs a CR - Radio Mewat and has been hosting India's first ever Radio Festival in collaboration with UNESCO. She developed a toolkit titled Communicating the SDGs: A toolkit for Community Radio, with support from UNESCO and UNICEF. This toolkit has demystified and simplified all the 17 goals and 169 targets and linked each of the goals with the government schemes. It has been tested with over 85 CR stations and 6 communities across the country.

**Dr. Gauri D Chakraborty** is a practising filmmaker and artist with 25 years experience in the field. She co-heads the Amity School of Communication, Noida and spearheads the community radio station.

**Ms. Shikha** is the programming head at Radio Amity and constantly engages with community and

[www.amity.edu/ascso](http://www.amity.edu/ascso)

<http://tinyurl.com/y9w8f8es>



**AMITY SCHOOL OF FILM & DRAMA**

**AMITY UNIVERSITY**

**IN CONVERSATION WITH**  
**JAIDEEP AHLAWAT**  
DATE: MAY 30 2020  
TIME: 2:00-3:00 PM

**The Rising Star of Indian Cinema,** Jaideep Ahlawat has acted in legendary films like 'Gangs of Wasseypur' & 'Raazi'. He has enthralled audiences with his craft in the latest sensation (OTT) 'Pataal Lok'. He is an Acting Graduate from FTII, Pune.

An Initiative of Amity School of Communication & Amity School of Film & Drama

**MODERATORS**  
Prof. Somnath Sen Dr. Gauri D Chakraborty

<http://tinyurl.com/yabwimSwg>