



**VISHWAKARMA**  
**UNIVERSITY**  
*Maximising Human Potential*

# MEDIA AND COMMUNICATION

Department of Journalism  
& Mass Communication



**V**  
*Your Own*

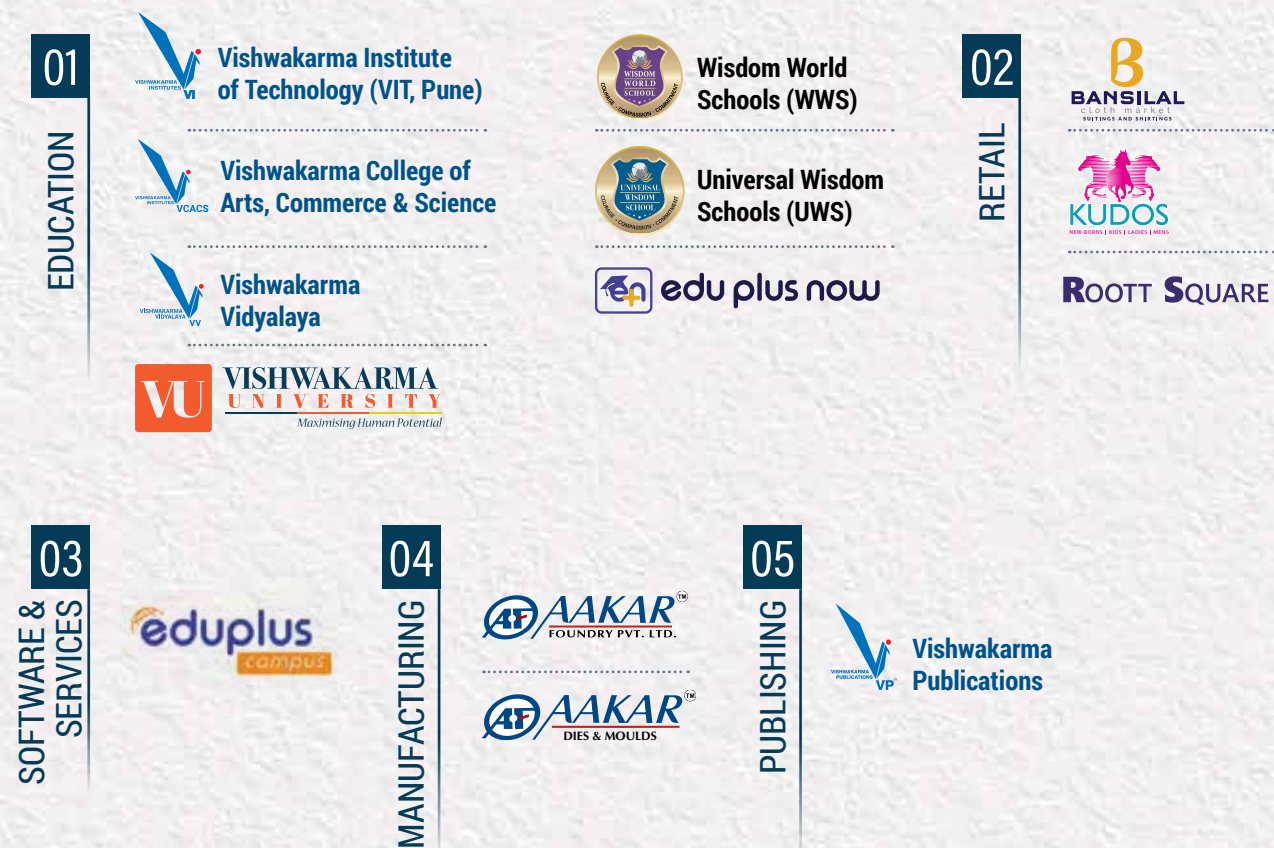


# THE VISHWAKARMA GROUP

## 40+ Years of Trailblazing Excellence

Welcome to The **Vishwakarma Group, Pune** – where education, innovation, and entrepreneurial spirit converge for a brighter tomorrow! With a legacy spanning four decades, we have been rewriting the story of education and development. From classrooms to boardrooms, from the foundry floor to the digital space, we are all about building people, products, and possibilities.

## Sectors That Build the Future



## Panchmahabhuta The Five Core Values of The Vishwakarma Group

At the heart of our philosophy lies the concept of **Panchmahabhuta** – the Five Core Values inspired by the timeless elements of nature. These guiding principles shape every aspect of our journey and drive us towards creating a meaningful, and lasting impact.

-  **Respect and Trust**
-  **Live with integrity  
Abide by the law**
-  **Continuous pursuit  
of knowledge**
-  **Humility, Empathy,  
Perseverance**
-  **Individualised attention to  
every student/customer**



# VISHWAKARMA UNIVERSITY

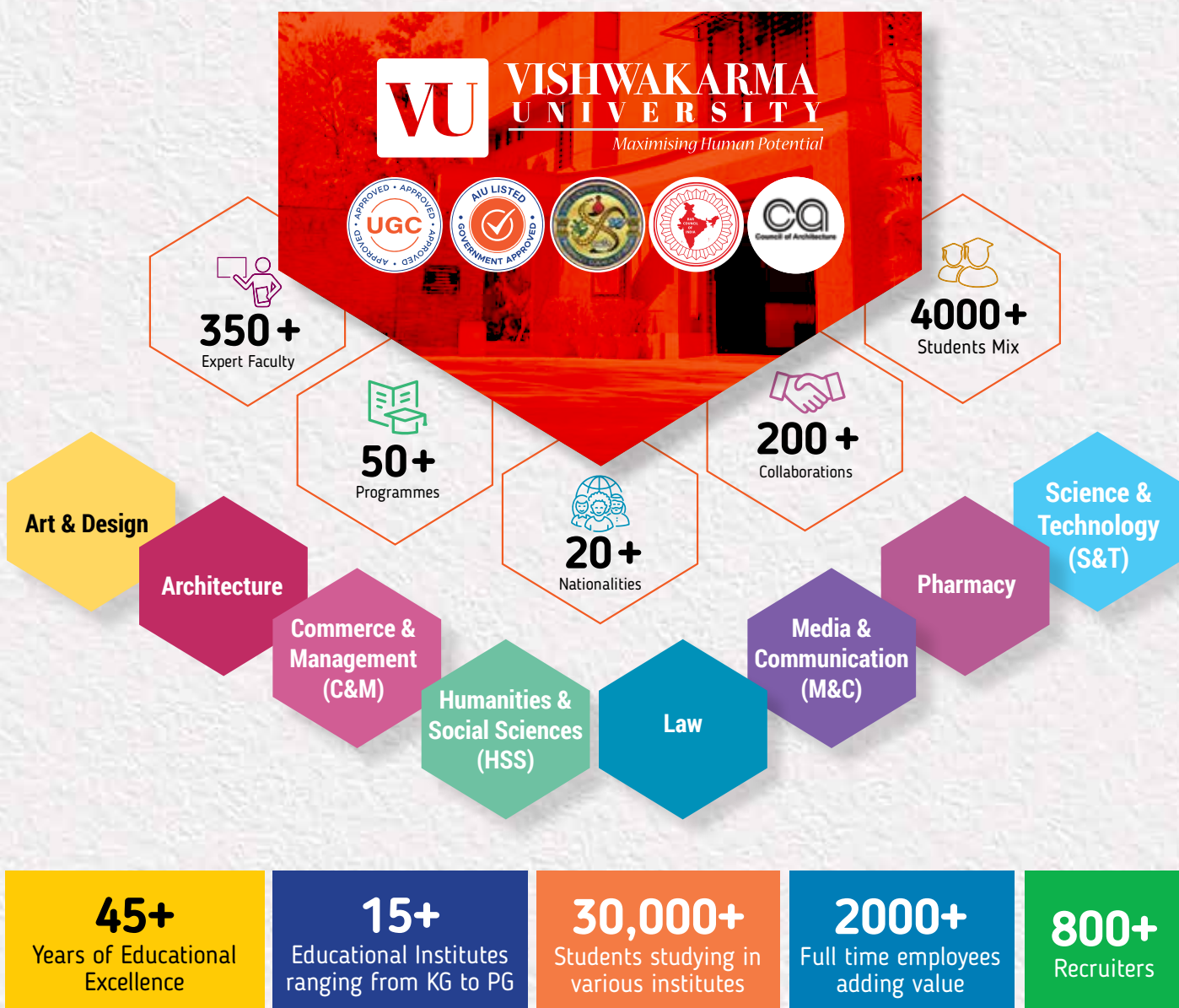
Vishwakarma University, Pune (VU) is a proud extension of the Vishwakarma Group of Institutions, building on an educational legacy that has spanned over 40+ years of excellence.

- A State Private University, founded through the Maharashtra Government Act.
- Recognised by the University Grants Commission (UGC), VU has the authority to design courses, conduct exams, and award degrees.
- A proud member of the Association of Indian Universities (AIU, New Delhi).
- Programmes at VU are accredited by relevant councils:
  - Pharmacy: M.Pharm, B.Pharm, and D.Pharm programmes are approved by the Pharmacy Council of India, New Delhi.
  - Law: BBA LLB and LLB programmes are recognised by the Bar Council of India, New Delhi.

- Architecture: The B.Arch programme is accredited by the Council of Architecture, New Delhi.

At Vishwakarma University, we aim for academic excellence, striving to make a positive impact on our students and society as a whole. Our learning model blends theory with hands-on experience, empowering students through a 'learning by doing' approach. We actively engage with industries, allowing students to apply knowledge in real-world scenarios and gain practical insights.

With a contemporary curriculum and a strong ecosystem for holistic development, VU is dedicated to preparing students for successful, rewarding careers.





Emerge as a premier university recognised internationally for excellence in education, research and innovation.



To impart contemporary transformative education through research and innovation.

To develop competent leaders-professionals for life and livelihood.

To co-create human and socio-economic capital par excellence.

To inculcate life skills and holistic culture appreciating morals and ethics.



Adaptability | Compassion  
| Diversity | Excellence |  
Innovation | Responsibility  
| Sustainability |  
Transparency

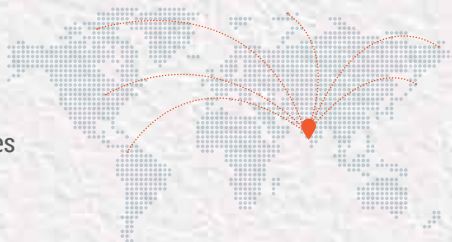
## Diversity at VU

Student diversity plays a key role in preparing our students to thrive in a global society. By bringing together individuals from different races, cultures, and backgrounds, we create an enriching learning environment. We actively promote awareness, foster understanding, and challenge stereotypes, encouraging students to embrace diversity.

## Internationalisation



- Educator Access
- Experiential Learning Content
- Funding for Education, Training, Youth and Sport
- Immersive Programmes
- Mentorship from faculty & Research staff
- Research Projects
- Satellite Centers
- Scholarships
- Student and faculty Exchanges
- Think-Tanks



## Rankings and Recognition



**1000+**  
DIVERSE INDUSTRY  
LINKAGES

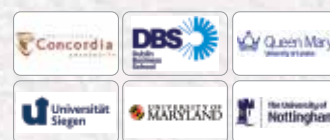
**800+**  
STUDENT PROJECTS  
& INTERNSHIPS

**500+**  
ESTEEMED CAMPUS  
RECRUITERS

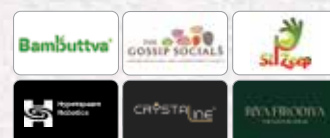
## Placement and Career Progression Assistance Programme (PCPAP)

Vishwakarma University (VU) is committed to providing student placements support, wider exposure, greater insights, and better practice to ensure that students are career-ready. The goal is to maximize students' potential for life and livelihood.

### HIGHER STUDIES



### ENTREPRENEURSHIP



### PLACEMENT

Science & Technology	Commerce & Management	Art & Design
<b>22.00 LPA</b>	<b>11.70 LPA</b>	<b>10.00 LPA</b>
Pharmacy	Media & Communication	Humanities & Social Sciences
<b>7.00 LPA</b>	<b>5.00 LPA</b>	<b>4.56 LPA</b>





**Build a Career in**  
Media that Inspires Change

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# SHAPE THE FUTURE OF MEDIA AND COMMUNICATION AT VISHWAKARMA UNIVERSITY

The Department of Journalism and Mass Communication offers comprehensive, industry-aligned programmes designed to develop skilled, socially conscious media professionals. With a blend of undergraduate and postgraduate degrees, the curriculum incorporates the latest developments in the dynamic media sector, fostering critical thinking, diversity, and gender equality. Supported by a distinguished faculty of industry leaders and academics with strong research portfolios, the department provides practical, research-driven education through classroom and studio-based activities. Students gain access to vast career opportunities in fields such as news, advertising, political communication, and digital media, equipping them to lead in an ever-changing multimedia environment while contributing to a just and inclusive society.

## BA | MA

**Journalism and Mass  
Communication**

**Doctor of Philosophy**



## Who is Eligible? .....

### BA in Journalism and Mass Communication

#### (Undergraduate Programme) :

Completion of Class 12 from any recognised stream of study with 40%

### MA in Journalism and Mass Communication

#### (Postgraduate Programme) :

Completion of undergraduate education in any stream with 40%

### Doctor of Philosophy :

Masters in relevant subjects with more than 55% marks.

## Key Highlights

**Project-Based Learning:** Practical learning focused on real-world communication challenges.

**Contemporary Focus:** Addressing modern-day communication and social issues through innovative solutions.

**Research-Driven Approach:** Encouraging critical thinking and exploration in media practices.

**Industry-Ready Curriculum:** Designed to meet current trends and demands of the media sector.

**Hands-On Experience:** Work on in-house platforms like VUCCD and VU Diaries to master journalistic and production techniques.





## USPs of Journalism and Mass Communication at VU

### NEP-Aligned Comprehensive Programmes

Modern courses designed to meet the evolving education framework and media landscape.

### Emotional and Social Intelligence Focus

Build critical human skills for impactful storytelling and ethical communication.

### Innovative Teaching Practices

Contemporary pedagogy and hands-on learning for a dynamic classroom experience.

### Strong Industry and Academic Synergy

Benefit from collaborations with leading media professionals and academic experts.

### Research-Driven Approach

Foster curiosity and analytical skills through research-based projects and learning.

### Industry-Relevant Curriculum

Stay ahead with courses that reflect the latest trends and

demands in the media sector.

### Diverse Career Pathways

Explore opportunities in news, digital media, advertising, political communication, and more.

### Studio and Practical Training

Gain hands-on experience with state-of-the-art studio facilities and practical sessions.

### Trailblazing Career Preparation

Be job-ready with skills tailored for success in the fast-paced media world.

### Commitment to Inclusivity

Develop as a media professional with a focus on diversity, gender equality, and social justice.

### Proven Success Stories

Join a legacy of graduates excelling in various fields across the media industry.

## Career Opportunities

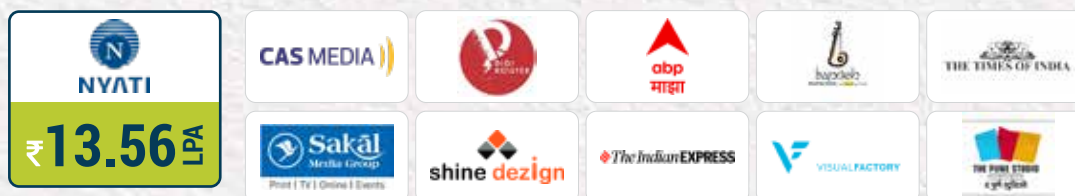
### Journalism & Mass Communication :

News Reporters | Sub-editor with Newspapers/Agencies/ Magazines | TV Anchor or News Reader | Corporate Communications Executive | Scriptwriter | Public Relations Executive | Short Film & Documentary Makers | Advertising Copywriter | Advertising Account Planner

### Film Making & VFX:

Corporate Filmmaker | Motion Graphics Artist | Roto Artist | Paint Artist | 2D Animator/3D Animator | Junior Composer/ Prep Artist/VFX Generalist/Shading Artist | Modeling Artist/ Lighting Artist Match Mover/Layout Artist | Dynamics Artist

## Placements



## Industry Tie-ups

- Memorandum of Understanding ( MoU) with Sahyadri Farms ( India's Leading Farmer Production Company in India)
- MoU with Digi-Roister ( digital Marketing and Content Development Company)
- Collaboration with Rural Local Body, Gram Panchayat Kondhanpur ( Pune District) for digital content development for rural citizens
- Collaboration with 'Mi Pani' Pune based Non Governmental Organisation( NGO) for digital content creation
- Collaboration with 'The Box' for video podcast production








## Calling All Aspirants!

Dreaming of a career in news, digital media, or advertising? Step into Vishwakarma University's Journalism and Mass Communication programmes today.

## Follow Us



### Admissions Office

 Vishwakarma University, Pune  
Survey No. 2, 3, 4 Laxmi Nagar,  
Kondhwa (Bk.) Pune - 411048.  
Maharashtra, India.

 [admissions@vupune.ac.in](mailto:admissions@vupune.ac.in)

 **+91 9590300911**

 [www.vupune.ac.in](http://www.vupune.ac.in)

SCAN ME!



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Your Design Journey Starts Here. Are You  
Ready to Make Your Mark?  
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