

**GURU NANAK KHALSA COLLEGE FOR WOMEN
GUJARKHAN CAMPUS, MODEL TOWN, LUDHIANA**

**Report of Department of Journalism and Mass Communication
Session 2023-24 (Odd Semester)**



Kirti Dhawan

Dr. Kirti Dhawan
Assistant Professor & Head
Department of Journalism &
Mass Communication

Maneeta

Dr. Maneeta Kahlon
Principal
Dr. MANEETA KAHLON
Principal
G.N.Kh. College for Women
Gujarkhan Campus, Model Town
Ludhiana

About the Department

Department of Mass Communication was started in the Session 2011-12 with the introduction of Post Graduate Diploma in Mass Communication. It is a one year PG Diploma Course which provides the students with number of job opportunities in the field of media. The department took a further step with the introduction of Journalism and Mass Communication (JSM) as an Elective Subject in B.A. (3 year Degree Course) in the session 2017-18. The college became the first institution in the district to start this subject at graduation level.

Courses Offered

S.No.	Name of the Course	Duration
1.	PGDMC	One year (2 semesters)
2.	B.A.	3 years (6 Semesters)

Teaching Faculty

S.No.	Name of the Faculty Member	Educational Qualification
1.	Dr.. Kirti Dhawan	PHD, MJMC, UGC- Net,

Student Strength

S.No.	Name of the Course	Student Strength
1.	PGDMC	05
2.	B.A. First Year	22
3.	B.A. Second Year	35
4.	B.A. Third Year	16

Activities

- The new academic session 2022-2023 began on **July 24, 2023** with the student **Orientation Program** to acclimatize the students about the academic calendar of the new semester, time-table, subjects to be studied, and the subject books to be referred. The students were apprised about the course objectives, along with the approach which shall be adopted to complete the respective courses. Students were also informed about the activities that the college has planned to conduct during the semester.
- **World Photography Day** is celebrated on **August 19** every year to appreciate the power of photography in telling stories, capturing emotions and preserving memories. On this occasion, Students of the department participated in the Photography competition on the theme “Understanding clouds”. The competition was judged by Mrs. Harpreet Kaur, Assistant Professor, Department of Fine Arts. This activity was conducted under the guidance of Dr. Kirti Dhawan, Assistant Professor, Department of Journalism and Mass Communication.

The winners of the competition are as follows: 1st Prize – Jiya Chaudhary (BA 1st year) 2nd Prize – Jasika (BA 1 year) and Japleen (BA 2nd year) 3rd Prize – Pearlpreet (BA 1st year) and Tamanna (BA 1st year) Appreciation Prize: Khushi (BA 3rd year) Madam Principal Dr. Maneeta Kahlon encouraged the students and staff to organize such events which provides an opportunity to the students to showcase their creativity.

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Instagram Link:

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- A Visit to Dainik Bhaskar Printing Press, Sirhind was arranged for the students of Journalism on **September 14, 2023**. This visit was conducted under the guidance of Dr. Kirti Dhawan, Head, Department of Journalism and Mass Communication. The students interacted with the technical staff of the Printing Unit. They learned about the process of printing for daily newspapers with special reference to coloured printing as well as how to operate the technical equipment used in

the press. Queries of the students were answered in a very effective and easy manner. They also visited the historical Gurudwara at Shri Fathegarh Sahib. Madam Principal Dr. Maneeta Kahlon encouraged the students and staff to organize such visits which are helpful for the overall development of the students.

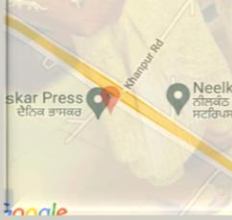
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Fatehgarh Sahib

Punjab

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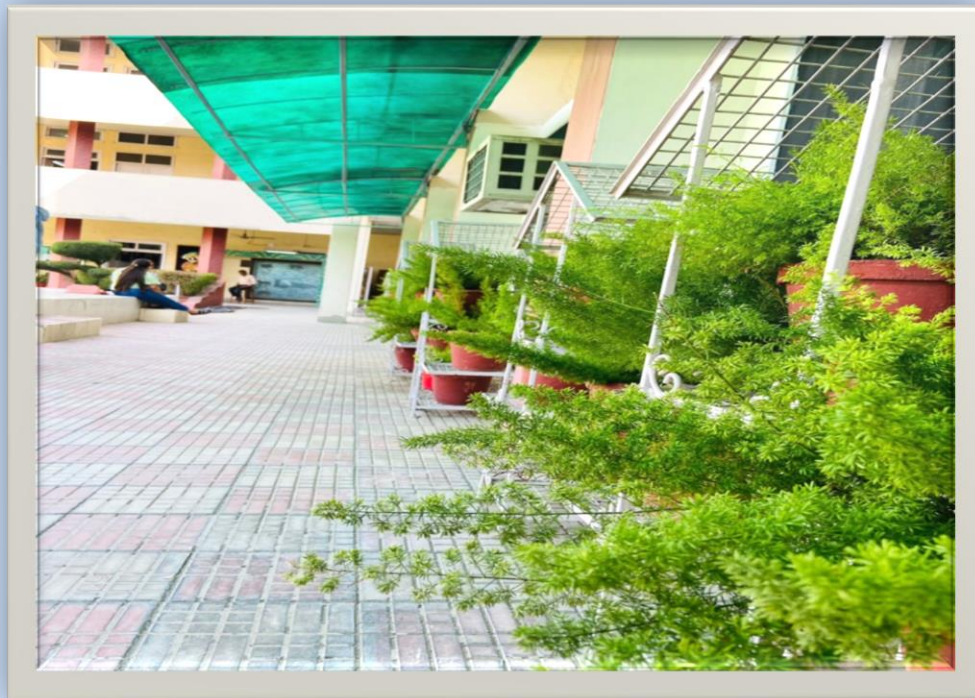
- **Swachhata Walk**, a walk around the campus was organized on **September 27, 2023** under the Swachhata Pakhwada Celebrations. Students of the department recorded videos and clicked pictures of most clean and green areas of the college premises. The main idea of this activity was to highlight the commitment of the college to sustainable surroundings and to sensitize the students to uphold the same. This activity was conducted under the guidance of Dr. Parveen Arora and Dr. Kirti Dhawan. Principal Dr. Maneeta Kahlon appreciated the efforts of the students

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- **World Tourism Day** was celebrated in the college on **September 27, 2023**. The theme for World Tourism Day 2023 is “Tourism and Green Investments”. This theme focuses on the importance of making tourism more sustainable and environmentally friendly. While addressing the students, Dr. Kirti Dhawan, Assistant Professor, Department of Journalism and Mass Communication highlighted the significance of tourism in fostering cultural exchange, economic growth and sustainable development. She encouraged the students to explore the places around them and support eco-friendly practices in the tourism industry. Students of the department also shared their travelling experiences and the different places visited by them. Madam Principal Dr. Maneeta Kahlon encouraged the students to explore the beauty and diversity of our planet while recognizing the responsibilities that come with it.

Facebook Link:

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Instagram Link:

<https://www.instagram.com/p/Cxw7fFRDQ1/?igshid=MTc4MmM1YmI2Ng==>



Press Clippings



ਵਿਸ਼ਵ ਸੈਰ ਸਪਾਟਾ ਦਿਵਸ ਮਨਾਉਣ ਉਪਰੰਤ ਵਿਦਿਆਰਥੀਆਂ ਦੇ ਨਾਲ ਪ੍ਰਿੰਸੀਪਲ ਮਨੀਤਾ ਕਾਹਲੋਂ ਅਤੇ ਡਾ. ਕੀਰਤੀ ਪਵਨ। ਅਜੀਤ ਤਸਵੀਰ

ਵਿਸ਼ਵ ਸੈਰ ਸਪਾਟਾ ਦਿਵਸ ਮਨਾਇਆ

ਲੁਧਿਆਣਾ, 27 ਸਤੰਬਰ (ਜਸਵਿੰਦਰ ਸਿੰਘ)-ਗੁਰੂ ਨਾਨਕ ਖਾਲਸਾ ਕਾਲਜ ਫਾਰ ਵਿਮੈਨ, ਮਾਡਲ ਟਾਊਨ, ਲੁਧਿਆਣਾ ਦੇ ਪੱਤਰਕਾਰੀ ਅਤੇ ਜਨ ਸੰਚਾਰ ਵਿਭਾਗ ਦੇ ਇੰਟਰਨਲ ਕੁਆਲਿਟੀ ਅਸ਼ਰੇਸ ਸੈੱਲ ਦੀ ਅਗਵਾਈ ਹੇਠ ਅੱਜ ਕਾਲਜ ਕੈਂਪਸ ਵਿੱਚ ਵਿਸ਼ਵ ਸੈਰ ਸਪਾਟਾ ਦਿਵਸ ਮਨਾਇਆ ਗਿਆ। ਵਿਸ਼ਵ ਸੈਰ ਸਪਾਟਾ ਦਿਵਸ 2023 ਦੀ ਥੀਮ 'ਸੈਰ ਸਪਾਟਾ ਅਤੇ ਹਰਿਆਲੀ ਨਿਵੇਸ਼' ਸੀ। ਇਹ ਥੀਮ ਸੈਰ-ਸਪਾਟੇ ਨੂੰ ਵਧੇਰੇ ਟਿਕਾਊ ਅਤੇ ਵਾਤਾਵਰਣ ਅਨੁਕੂਲ ਬਣਾਉਣ ਦੀ ਮਹੱਤਤਾ 'ਤੇ ਕੇਂਦਰਿਤ ਹੈ। ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਸੰਬੋਧਨ ਕਰਦਿਆਂ

ਡਾ. ਕੀਰਤੀ ਪਵਨ, ਸਹਾਇਕ ਪ੍ਰੋਫੈਸਰ, ਪੱਤਰਕਾਰੀ ਅਤੇ ਜਨ ਸੰਚਾਰ ਵਿਭਾਗ ਨੇ ਸਭਿਆਚਾਰਕ ਅਦਾਨ-ਪ੍ਰਦਾਨ, ਆਰਥਿਕ ਵਿਕਾਸ ਅਤੇ ਟਿਕਾਊ ਵਿਕਾਸ ਵਿੱਚ ਸੈਰ ਸਪਾਟੇ ਦੀ ਮਹੱਤਤਾ ਬਾਰੇ ਚਾਨਣਾ ਪਾਇਆ। ਉਨ੍ਹਾਂ ਨੇ ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਆਪਣੇ ਆਲੇ ਦੁਆਲੇ ਦੀਆਂ ਥਾਵਾਂ ਦੀ ਪੜਚੋਲ ਕਰਨ ਅਤੇ ਸੈਰ ਸਪਾਟਾ ਉਦਯੋਗ ਵਿੱਚ ਵਾਤਾਵਰਣ ਅਨੁਕੂਲ ਅਭਿਆਸਾਂ ਦਾ ਸਮਰਥਨ ਕਰਨ ਲਈ ਉਤਸ਼ਾਹਿਤ ਕੀਤਾ। ਪ੍ਰਿੰਸੀਪਲ ਡਾ. ਮਨੀਤਾ ਕਾਹਲੋਂ ਨੇ ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਸਾਡੀ ਧਰਤੀ ਦੀ ਸੁੰਦਰਤਾ ਅਤੇ ਵਿਭਿੰਨਤਾ ਦੀ ਪੜਚੋਲ ਕਰਨ ਲਈ ਪ੍ਰੇਰਿਤ ਕੀਤਾ।

ਜੀਐਨਕੇਸੀਡਬਲਯੂ ਮੈਂ ਵਿਸ਼ਵ ਪਰਯਟਨ ਦਿਵਸ ਮਨਾਯਾ

ਜਾਸੰ, ਲੁਧਿਆਣਾ: ਗੁਰੂ ਨਾਨਕ ਖਾਲਸਾ ਕਾਲਜ ਫਾਰ ਵੂਮੈਨ ਮਾਡਲ ਟਾਊਨ ਦੇ ਪੱਤਰਕਾਰੀ ਅਤੇ ਜਨਸੰਚਾਰ ਵਿਭਾਗ ਨੇ ਪਰਿਸਰ ਮੈਂ ਵਿਸ਼ਵ ਪਰਯਟਨ ਦਿਵਸ ਮਨਾਯਾ। ਵਿਸ਼ਵ ਪਰਯਟਨ ਦਿਵਸ 2023 ਕਾ ਵਿਸ਼ਯ ਪਰਯਟਨ ਔਰ ਹਰਿਤ ਨਿਰੇਸ਼ ਰਹਾ। ਯਹ ਵਿਸ਼ਯ ਪਰਯਟਨ ਕਾ ਅਧਿਕ ਟਿਕਾਠ ਔਰ ਪਰਯਾਵਰਣ ਕੇ ਅਨੁਕੂਲ ਬਨਾਨੇ ਕੇ ਮਹਤਵ ਪਰ ਕੇਂਦਰਿਤ ਹੈ। ਚਾਤ੍ਰਾ ਕੋ ਸੰਬੋਧਿਤ ਕਰਤੇ ਹੁਏ ਪੱਤਰਕਾਰਿਤਾ ਏਵੇਂ ਜਨਸੰਚਾਰ ਵਿਭਾਗ

ਕੀ ਸਹਾਯਕ ਪ੍ਰੋ. ਡਾ. ਕੀਰਤੀ ਖਵਨ ਨੇ ਸਾਂਸਕ੍ਰਿਤਿਕ ਆਦਾਨ-ਪ੍ਰਦਾਨ, ਆਰਥਿਕ ਵਿਕਾਸ ਔਰ ਸਤਤ ਵਿਕਾਸ ਕੋ ਬਢਾਵਾ ਦੇਨੇ ਮੈਂ ਪਰਯਟਨ ਕੇ ਮਹਤਵ ਪਰ ਪ੍ਰਕਾਸ਼ ਡਾਲਾ। ਉਨ੍ਹੋਂਨੇ ਚਾਤ੍ਰਾ ਕੋ ਅਪਨੇ ਆਸਪਾਸ ਕੇ ਸਥਾਨਾ ਕਾ ਪਤਾ ਲਗਾਨੇ ਔਰ ਪਰਯਟਨ ਉਦਯੋਗ ਮੈਂ ਪਰਯਾਵਰਣ ਅਨੁਕੂਲ ਪ੍ਰਥਾਔ ਕਾ ਸਮਰਥਨ ਕਰਨੇ ਕੇ ਲਿਏ ਪ੍ਰੋਤਸਾਹਿਤ ਕ੍ਰਿਯਾ। ਪ੍ਰਿੰਸਿਪਲ ਡਾ. ਮਨੀਤਾ ਕਾਹਲੋਂ ਨੇ ਚਾਤ੍ਰਾ ਕੋ ਪ੍ਰੋਤਸਾਹਿਤ ਕ੍ਰਿਯਾ।



ਜੀਐਨਕੇਸੀਡਬਲਯੂ ਮੈਂ ਆਯੋਜਿਤ ਕਾਰਯਕ੍ਰਮ ਮੈਂ ਮੀਜੂਦ ਲੋਗ ● ਸੀ. ਕਾਲੇਜ

- Under the aegis of IQAC, a **Student Mentoring Meet** was held on **September 30, 2023** at 12:30 pm. During this meet, Students were informed about the dates of upcoming PU zonal youth and heritage festival and value of participation in it. They were also informed about the midterm examinations which will commence on 25th October, 2023. The students enthusiastically attended this meet and shared their views with their mentors. Mrs. Manpreet kaur and Dr. Madhu were the incharges of this event

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Instagram Link:

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- Under the aegis of IQAC, a **Student Mentoring Meet** was held on **21st October, 2023**. During this meet, students were informed about the mid term exams schedule. They were also informed about registration on ABC portal. Students also discussed their fee related issues with their mentors. Date of the PTM was also announced during this meet. Students enthusiastically attended this meet and shared their views with their mentors.

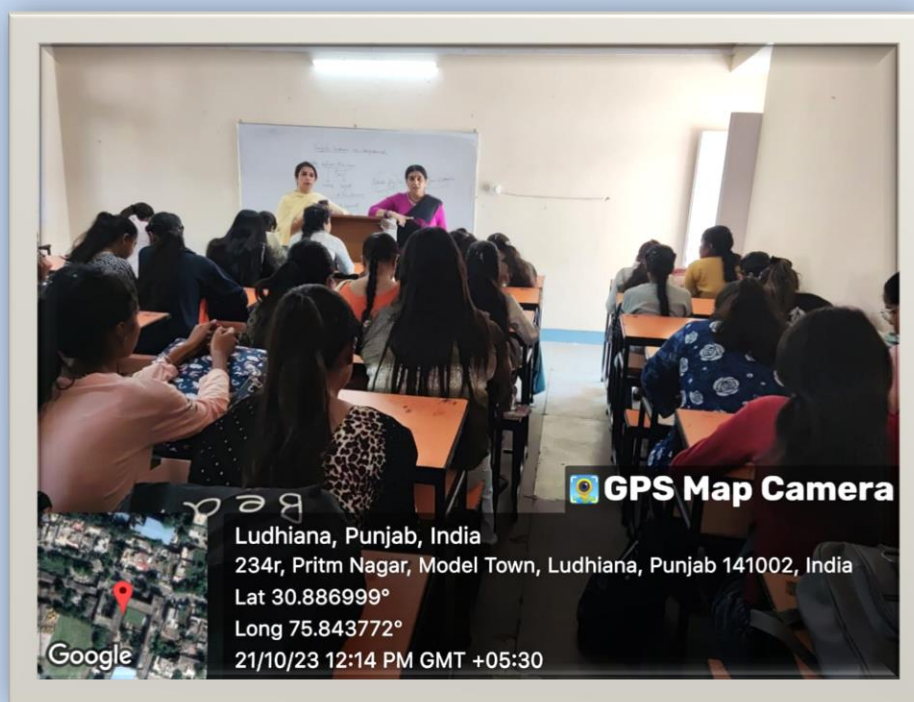
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- **Mid-semester examinations** were conducted in the college from **October 25, 2023 to November 7, 2023**, in order to prepare students for the Panjab University Final Examination slated for November-December 2023

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- GNKCW girls bagged top positions in **PGDMC- 2nd Semester Examination**. Students of Guru Nanak Khalsa College for Women, Gujarkhan Campus, Model Town, Ludhiana, brought laurels to the college by obtaining top positions in Post Graduate Diploma in Mass Communication (PGDMC) 2nd Semester Examination held in May-June, 2023. Tanishka Pruthi topped Panjab University, Chandigarh by securing 82.5%. Ritika Gupta stood 5th in university by scoring 78.4% the college pass percentage is 100%. The General Secretary of the college governing body, Er. Gurvinder Singh and the college Principal, Dr. Maneeta Kahlon congratulated the students for their outstanding performance

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Instagram Link:

https://www.instagram.com/p/CzS_ToZxhw6/?igshid=MTc4MmM1YmI2Ng==



Press Clippings

तनिष्का ने पंजाब यूनिवर्सिटी में किया टॉप

जासं, लुधियाना : गुरु नानक खालसा कालेज फॉर वूमैन गुजरखान कैम्पस माडल टाउन की छात्राओं ने मई-जून, 2023 में आयोजित पोस्ट ग्रेजुएट डिप्लोमा इन मास कम्युनिकेशन (पीजीडीएमसी) -2 सेमेस्टर परीक्षा में शीर्ष स्थान प्राप्त कर कालेज का नाम रोशन किया। तनिष्का परुथी ने 82.5 प्रतिशत अंक हासिल कर पंजाब यूनिवर्सिटी में टॉप किया। रितिका गुप्ता 78.4 प्रतिशत अंक प्राप्त कर विश्वविद्यालय में पांचवां स्थान पाया। कालेज के शासी निकाय के महासचिव इंजीनियर गुरविंदर सिंह और कालेज



मेधावी छात्राओं के साथ प्रिंसिपल डा. मनीता काहलौं • सौ. कालेज

प्राचार्य डा. मनीता काहलौं ने उत्कृष्ट प्रदर्शन के लिए छात्रों को बधाई दी।



सवेरा न्यूज/रजनी (लुधियाना) : गुरु नानक खालसा कालेज फॉर वूमैन, गुजरखान कैम्पस, माडल टाउन की छात्राओं ने मई-जून, 2023 में आयोजित पोस्ट ग्रेजुएट डिप्लोमा इन मास कम्युनिकेशन (पीजीडीएमसी)-2 सेमेस्टर परीक्षा में शानदार प्रदर्शन किया। तनिष्का परुथी ने 82.5 फीसदी अंक हासिल कर पंजाब यूनिवर्सिटी में टॉप किया। रितिका गुप्ता 78.4 फीसदी अंक प्राप्त करके विश्वविद्यालय में 5वां स्थान लिया। कालेज का नतीजा शत-प्रतिशत रहा। कालेज के गर्वनिंग बॉडी के महासचिव इंजीनियर गुरविंदर सिंह और प्रिंसिपल डॉ. मनीता काहलौं ने विद्यार्थियों को बधाई दी।

- Parent-Teacher Meeting held at GNKCW Under the aegis of Internal Quality Assurance Cell, Parent Teacher Meet was organized at Guru Nanak Khalsa College for Women, Model Town, Ludhiana on November 16, 2023 in the college campus. The parents were accorded a warm welcome by GNKCW team members. During the meet, an open interaction was held with parents of students from different streams. Various student-oriented activities and extracurricular activities were discussed with parents. Academic performance of the students was shared by subject teachers. During this meet, Parents were also asked to fill online Parents feedback form. The event was organized under guidance of Coordinator Mrs. Manpreet Kaur and Co coordinator Dr. Madhu Dhawan. Principal of the College, Dr. Maneeta Kahlon emphasized on the need to hold such meetings which provide a platform to the parents as well as to the teachers to discuss the future of their wards

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[TV Interviewing.doc](#)

Instagram Link:

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[https:// www.insta gram.com/ p/ CzsyRyRR b2r/? img_index =](https://www.instagram.com/p/CzsyRyRRb2r/?img_index=)



Achievements of the Faculty member

Dr. Kirti Dhawan

- Successfully defended Ph.D. Viva and was awarded Provisional Degree Certificate by Punjab Technical University, Kapurthala on August 18, 2023. The title of Thesis was Effectiveness of E-governance as a tool for Development (A Case Study of Sewa Kendras of Punjab). The notification for the award of degree of Doctor of Philosophy was issued on January 8, 2024.

FDPs

- Participated and successfully completed the 2-credit Swayam course “National Education Policy- 2020: Professional development Programme” organised by Indira Gandhi National Open University, New Delhi from May 16- June 15, 2023

Paper Presentation

- Presented a paper entitled “NEP 2020 and its Practical Applicabilities in Colleges” in ICSSR (North-Western Regional Centre, P.U. Chandigarh) sponsored one day National Seminar on “NEP 2020: An Interface for Women Enterprise and Financial Inclusion” held on March 16, 2024, organised by PG Department of Commerce, Guru Nanak Khalsa College for Women, Ludhiana.

Resource Person

- Performed the duty as member of Flying Squad at Shri Atam Vallabh Jain College, Ludhiana on December 1, 2023 in Panjab University Odd Semester Examinations.

Summarized Report of the Department

Sr. No.	Date	Activity
1.	July 24, 2023	Student orientation Session
2.	August 21, 2023	Inter Class Photography Competition
3.	September 14, 2023	Visit to Dainik Bhaskar Printing Press
4.	September 27, 2023	Swachhta Walk
5.	September 27, 2023	World Tourism Day
6.	September 30, 2023	Student Mentoring Meet
7.	October 21, 2023	Student Mentoring Meet
6.	October 25, 2023 to November 7, 2023	Mid-semester examinations
7.	November 16, 2023	Parent Teacher Meet