

SATYAM FASHION INSTITUTE, NOIDA

Affiliated to SNDT Women's University, Mumbai



Annual Report 2024-25

Neelam Mallhotra
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राष्ट्रीय मूल्यांकन एवं प्रत्यायन परिषद

विश्वविद्यालय अनुदान आयोग का स्वायत्त संस्थान

NATIONAL ASSESSMENT AND ACCREDITATION COUNCIL

An Autonomous Institution of the University Grants Commission

Certificate of Accreditation

*The Executive Committee of the
National Assessment and Accreditation Council
is pleased to declare*

Satyam Fashion Institute

*Sector-62, Noida, Dist. Gautam Buddha Nagar, Uttar Pradesh, affiliated to
Shreemati Nathibai Damodar Thackersey Women's University, Maharashtra as
Accredited*

with CGPA of 3.18 on four point scale

at A grade

valid up to January 23, 2028

Date : January 24, 2023



S. C. Datta
Director

Rutim Mallhotra
IQAC Coordinator
Satyam Fashion Institute
C-56A/14 & 15, Sector-62
Noida-201309

EC(SC)/141/2nd Cycle/UPCOGN26364



Bharat Ratna Maharshi Dr. Dhondo Keshav Karve

Shreemati Nathibai Damodar Thackersey Women's University is the first Women's University in India as well as in South-East Asia. The University was founded by Bharat Ratna Maharshi Dr. Dhondo Keshav Karve in 1916 for a noble cause of Women's Education. The University Headquarters is in Churchgate Campus, Mumbai and the other two campuses of this University are at Juhu, Mumbai and Karve Road, Pune. The vision of Bharat Ratna Dr. D.K. Karve to build a citadel of learning for women is encapsulated in the motto of the University - 'Sanskrita Stree Parashakti' (An enlightened woman is a source of infinite strength).

The University has more than 200 affiliated colleges in Maharashtra, Gujarat, Madhya Pradesh, Assam, Goa and Uttar Pradesh. The University for the first time has extended its division in the Northern part of India in Delhi NCR by giving affiliation to SATYAM FASHION INSTITUTE, NOIDA for the degree of B.Design (4 years) with specialization in Fashion Design, Lifestyle Accessory Design, Textile Design, Fashion Communication, Masters of Design & Post Graduate Diploma (2 years) in Fashion Design and B.A. in Mass Communication & Journalism (3 years) & M.A. in Mass Communication & Journalism (2 years).

MISSION

Empowerment of women, through education, has been in single-minded mission of this University ever since its establishment. With socio-cultural changes and technological advances, the goals and objectives of the University are being continuously reinterpreted to make them relevant to the needs of women and in the context of prevailing needs of the society. The mission statement of the University statement is "Empowerment of Women Through Education"

AFFILIATION

SNDT is the first university in Maharashtra to obtain a five-star rating from the National Assessment and Accreditation Council (NAAC) of India in the year 2000 and was reaccredited with 'A' grade in 2015..

Rutika Mallapatra
IQAC Coordinator
Satyam Fashion Institute
C-56A/14 & 15, Sector-62
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श्रीमती ना. दा. ठाकरसी महिला विद्यापीठ

१. एन्. ठाकरसी रोड, मुंबई - ४०० ०२०.

महाराष्ट्र, भारत

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Dr. Ujjwala Chakradeo

Vice-Chancellor



Message from the Vice Chancellor

My Dear Students,

We are delighted that you have chosen to study with Satyam Fashion Institute, a NAAC "A" grade Fashion Design School in Noida, affiliated with SNDT Women's University, Mumbai the FIRST WOMEN'S UNIVERSITY OF SOUTH ASIA and the FIRST CHOICE OF THE NEW AGE WOMEN. You are now part of a 107-year-old legacy institution founded by the great visionary Bharat Ratna Maharshi Dhondo Keshav Karve. Empowering young women is more than just a goal—it is a strong commitment.

I extend a warm welcome to each of you. Embrace the challenges, seize the opportunities, and let this journey be one of growth and discovery. Together, let's create a year filled with achievements, collaboration, memorable experiences, and lots of happiness.

Satyam Fashion Institute's Design Department offers courses that provide designers with a well-rounded understanding of design in the fields of Fashion, Textiles, Lifestyle Accessories, and Fashion Communication. The main goal of the Design Department is to nurture responsible designers who can contribute to society through innovation, education, and research.

In addition to the academic curriculum, the Design Department organizes various activities. A highlight of being a Design Institute is the entrepreneurship platform offered through the program - 'Earn While You Learn.'

The institute has undertaken various initiatives, including infrastructure development, adherence to the National Education Policy guidelines, and the implementation of the Centre for Holistic Education, Training, and Novel Advancements (CHETNA) program. This center offers courses and programs that focus on character building, life skills, employability skills, and 21st-century competencies essential for societal betterment in collaboration with various institutions.

Best wishes to the students for a successful future as design researchers. "Bring your true self, immerse in design education, innovation, and creativity, and embrace your journey of growth."

Be in the position to change the course of fashion. Take our own fashion to international platforms with tremendous confidence and change the definition of global fashion.

Wishing you a successful and fulfilling academic year ahead.

Warm regards,

Ujjwala Chakradeo
IQAC Coordinator
(Prof. Ujjwala Chakradeo)
Satyam Fashion Institute
C-56A/14 & 15, Sector-62
Noida- 201309

"Write what should not be forgotten"



THE INSTITUTE



Satyam Fashion Institute, Noida (SFI) is on the map of Professional Higher Education with a strong dedication to the cause of women empowerment by educating them in the field of Design & Mass Media. SFI is accredited by NAAC with "A" grade CGPA 3.18. SFI also offers AICTE-approved Bachelor's Degree programs in Design. These trained professionals will scale new heights and set benchmarks in the growth of the Indian economy and will form an integral part of the industry. The proximity of the college to industry creates a unique opportunity for collaboration and an ability to address market behavior. Regular field trips along with lectures and seminars by visiting industrialists, designers, academicians, manufacturers, artists and media personalities broaden students' awareness of their subjects. Students have an opportunity to develop ties with the professional community through visits to exhibitions, fairs and media houses etc. SFI believes in the growth of students by making them learn by doing. This not only develops their technical, motor skills and knowledge but also makes them strong for the competitive environment of today's world. SFI is committed to the idea of enhancing purposeful education with human values and social responsibilities finally making the student a complete professional. There are different levels of study and all the levels are designed and balanced with theoretical and practical knowledge with industrial exposure. Time management plays a vital role in the completion of the assignments. The Institute offers an outstanding learning environment for students by providing state of the art Infrastructure, facilities, C-course curriculum and teaching methodology.

VISION



- Vision of the Institute is to emerge as a top institute with distinctive yet complementary location and to be recognized as a leader in defining design and media education.
- By employing innovation in all areas, Satyam Fashion Institute provides superior education, talented and dedicated faculty and staff, leading-edge technology, advanced learning resources and comprehensive support system.



MISSION

Satyam Fashion Institute exists to empower women through education with following mission statements:

- To Prepare Talented students for professional careers, emphasizing learning through individual attention in positive oriented university empowerment. To nurture a self-sustainable environment in the industry for women and create a centre of excellence.
- To aim in making overall advancement in our country by making Indian women self-reliant and independent through developing entrepreneurial skills and providing them with education.



AICTE (All India Council for Technical Education) is a national body responsible for accrediting technical education programs in India. It operates under the Ministry of Education, Government of India, and ensures that academic institutions across the country meet the required standards of quality in education, infrastructure, and student welfare. This certification provides credibility to the institution and ensures that the degree earned by students is recognized and valued both nationally and internationally.

AICTE APPROVED PROGRAMMES (B.DESIGN & M.DESIGN) @ SFI

Satyam Fashion Institute (SFI), Noida is proud to offer AICTE-approved degree programs in a wide range of dynamic and creative fields of fashion and design. These programs equip students with strong theoretical knowledge, practical skills, and industry exposure, preparing them for successful careers in the global fashion and design industry.

Our AICTE-Approved Degree Programmes Include:

- Bachelor of Fashion Design
- Bachelor of Fashion Communication
- Bachelor of Lifestyle Accessory Design
- Bachelor of Textile Design
- Master's of Design (Interdisciplinary)

All programs are designed to meet national and international standards of education, ensuring students learn through expert faculty guidance, hands-on training, live projects, workshops, and real industry interactions. SFI provides a creative, professional, and industry-oriented environment where students can grow, innovate, and excel in their chosen fields.



IMPLEMENTATION OF NATIONAL EDUCATION POLICY 2020 @SFI

The National Education Policy (NEP) 2020 aims to transform the Indian education system with a focus on accessibility, quality, and inclusivity. The policy promotes a holistic and multidisciplinary approach to learning, moving away from rote memorization towards critical thinking, creativity, and problem-solving. It also prioritizes skill development to align education with the demands of the job market, alongside a strong focus on vocational education. NEP 2020 seeks to create a sustainable and inclusive education system that promotes research, innovation, and global citizenship.

The National Education Policy (NEP) is a comprehensive framework designed to guide both school and higher education institutions towards the creation of a robust and inclusive educational environment. At Satyam Fashion Institute (SFI), Noida, we take pride in offering a curriculum that aligns with the latest educational reforms and trends. One of the key highlights of our educational approach is the implementation of the National Education Policy (NEP) 2020. This policy, introduced by the Government of India, aims to bring a transformational change to the Indian education system, making it more holistic, flexible, and multidisciplinary. National Education Policy 2020 prepares students for the ever-evolving demands of the design industry. With a combination of creative freedom, skill development, and interdisciplinary learning, we ensure that our graduates are well-equipped to take on the global fashion landscape.

ADVISORY BOARD

The advisory board and committee has been set up to act as a bridge between the industry and the academics both at national and international levels:-

BOARD MEMBERS:

- 1. Dr. Sneh Singh - Chairperson**
- 2. Mrs. Saroj Chaudhary - Trustee/Vice Chairperson**
- 3. CA (Dr.) Pradeep K Gupta - Trustee/Secretary**
- 4. Mr. Pradeep Agarwal - Trustee**
- 5. Mr. Vishal Jain -Trustee**

ADVISORY COMMITTEE:

- (i) Dr. Sneh Singh – Chairman of Satyam Charitable Trust - Member
- (ii) CA (Dr.) Pradeep K Gupta – Secretary of Satyam Charitable Trust - Member
- (iii) Dr. Neetu Malhotra – Principal, SFI - Member Secretary
- (iv) Dr. Bineeta Agrawal - Principal, SCE - Member
- (v) Mr. Ravi Kumar Passi – Chairman Export Promotion council of Handicrafts, Ministry of Textiles - Member
- (vi) Ms. Sonia Jetleey – Fashion Designer - Member
- (vii) Mr. Rajeev Bansal - Managing Director, Celestial India Pvt. Ltd. - Member
- (viii) Mr. Himendra Gupta - Chairman Neethoz Apparels & Design LLP

ACADEMIC REVIEW COMMITTEE:

- (i) Dr. Neetu Malhotra – Principal, SFI - Chairperson of Committee
- (ii) Ms. Shashi Nangia – Chairperson, Swati Exim Pvt. Ltd - Member
- (iii) Mr. Himendra Gupta - Chairman Neethoz Apparels & Design LLP
- (iv) Mr. D. K. Singh – President, Textile Association of India - Member
- (v) Mr. Rajiv Kumar Raheja – Deputy Director, Confederation of Indian Industry
- (vi) Dr. Priyanka Sarkar - HOD (SSJMC) - Member
- (vii) Dr. Preeti Singh - IQAC Coordinator - Member
- (viii) Mr. Deepak Gupta- Assistant General Manager, Liva Studio -Birla Cellulose - Member
- (ix) Mr. Kunal Sood - All India Quality and Compliance Manager, Taffles Buying House Member

CHAIRPERSON'S MESSAGE



I am indeed happy to announce that Satyam Fashion Institute is publishing its Annual Report for the year 2024-25.

I congratulate the team members to prepare and avail all valuable guidance, and encouragement in completing this report. On behalf of the governing body, I extend their thanks to the Principall, Coordinators, Faculty, Officers, and In Charge of different Academic/Administrative units of the Institute for providing support in compiling the report. The Committee is appreciative of the work of non-teaching staff, their unstinted support in the compilation of the report in the present form. The Annual Report Committee of the Institute has tried its best to summarize the salient activities and achievements of the Satyam Fashion Institute during the last academic year.

Satyam Fashion Institute under the aegis of Satyam Group of Institutions was founded for this sole purpose only i.e. to empower women through education. And when education meets with creativity, it creates an ocean of aesthetics which is extremely needed for today's world.

Since 2007, SFI has been providing quality design education. Concentrating on the competitive scenario, the management of Satyam Fashion Institute always provides adequate facilities and resources. Not only providing quality education, but the whole team of SFI is also dedicatedly working for the overall development of our students to make them progressive and independent women.

As the chairperson of the institute, I personally assure all required guidance and help to my students.

Best Wishes!

Dr. Sneha Singh

Chairperson

SECRETARY'S MESSAGE



I am glad that Satyam Fashion Institute is publishing its Annual Report (2024-25). My heartiest greetings to all those who are associated with SFI. It is a great milestone achieved by the entire team and I congratulate everyone involved in making this a success.

Satyam Fashion Institute is an institute that is dedicated to quality education and women empowerment. Several resources and helping hands are always required, especially when dealing with a professional course catering to a girl's education.

Satyam Fashion Institute is proudly dealing with all these barriers and moving ahead. The management of SFI is committed to giving all kinds of support for bringing in a quality environment in the institute. I, as the secretary, ensure my dedicated support towards the betterment of students and the whole team of SFI.

We wish all our students and team members the best for their future!

Best Wishes!!

CA (Dr.) Pradeep Kumar Gupta

Secretary

PRINCIPAL'S MESSAGE



I welcome the publication of the Institute's Annual Report for 2024-25, which outlines the significant work and activities undertaken by the team and department in meeting its goals and objectives during the year. This Annual manner is best to summarize the salient activities and achievements of the Institute in the present manner. The report also includes information about infrastructural development and new initiatives taken up by the Institute, examination results and student's achievements in the year 2023- 2024. Institute has also employed approaches to make involvement of team members in the form of papers, books, research projects, workshops and Faculty Development Programs done by them. The Annual Report also intimates the course outline of the departments.

As a design and media institute, our mission is to empower women through education and to become a leading design and media college for girls. We promote our students' creativity to develop their skills in entrepreneurship so that they can meet the immediate needs of the industry.

All the programs being offered by the institute are highly creative, innovative and focus on research projects based on industry requirement. Our objective is to develop critical thinking in students for the innovative research based projects which are carried out with integrity in both theoretical and practical approach.

It gives us immense happiness to help students discover their aim in life. Their success is our success. We have much to be proud of from our alumni success stories, students' research-based design shows and exhibitions.

Special thanks to the industry mentors and designers for the excellent support to our students for their career growth through internships, guest lectures, industry-sponsored projects and placements.

Best wishes!!

Dr. Neetu Malhotra

Principal

College Development Committee (CDC)

Satyam Fashion Institute (2024–25)

1.	Dr. Sneh Singh	Chairman of the Management	Chairperson
2.	CA (Dr.) Pradeep Kumar Gupta	Secretary of the Management Committee	Member
3.	Dr. Priyanka Sarkar (Head, BMM)	Assistant Professor	Member, Head of Department nominated by Principal
4.	Ms. Ishika Sharma	Programme Coordinator	Member
5.	Dr. Manawwar Alam (Dean of Mass Media)	Professor	Member
6.	Mr. P.N. Sharma	Non Teaching Employee- (Office Superintendent)	Member
7.	Ms. Nidhi Yadav	Industry Coordinator	Member
8.	Mr. Ravi K. Passi (Industry Chairman EPCH, Ministry of Textiles)	Local Member	Industry member
9.	Dr. Manisha Singhal (Consultant Clinical Psychologist & Psychotherapist)	Local Member	Social Service Sector
10.	Mr. D.K. Singh (President, Textile Association (India) - Delhi)	Local Member	Industry & Education Sector
11.	Ms. Asheena Grover (Design Researcher & Brand Strategist in Cyber security Organization) Ms. Mahima Malik (PD Merchandiser, T-Merchandising)	Local Member	Alumnus (Research)
12.	Ms. Tisha Madan	President of the College students' Council	Member
13.	Ms. Aanshi	Secretary of the College students' council	Member
14.	Dr. Preeti Singh	IQAC Coordinator	Member
15.	Dr. Neetu Malhotra	Principal of the college	Member Secretary

CHOOSE YOUR PATH TO SUCCESS

JOIN SATYAM FASHION INSTITUTE, NOIDA

“Empowering women through education”



CHETNA Programme

Holistic development | Leadership | Professional ethics



Value Added Courses

Industry-relevant skills | Workshops | Certifications



NEP-Aligned Curriculum

As per NEP 2020 | Multidisciplinary | Skill-focused



SWAYAM Integration

Govt. of India MOOCs | Credit-linked learning

B. DESIGN
Fashion Design

B. DESIGN
Textile Design

P.G. Diploma
in Fashion Design

B. DESIGN
Fashion Communication

Masters of Design

B.DESIGN
Lifestyle Accessory Design

Journalism & Mass Communication

B.A. Mass Communication

Masters in Arts
Journalism & Mass Communication

Bachelor of Design (4 years)

Satyam Fashion Institute (SFI) offers AICTE approved Bachelor of Design programmes: B.Des Fashion Design, B.Des Lifestyle Accessory Design, B.Des Textile Design, and B.Des Fashion Communication Design. The programme is designed to bring students from diverse educational backgrounds onto a common platform and equip them with a strong foundation in art, illustration, creativity, and design while encouraging the development of individual design sensibilities and innovative thinking.

Students are guided to overcome personal limitations and develop an open mindset that welcomes new ideas and creativity. During the initial stage of the programme, they are introduced to all four specializations before selecting their preferred area for advanced study. The curriculum focuses on fabric understanding, craftsmanship, silhouettes, graphics, communication, styling, home décor, and lifestyle accessories.

The programme also develops students' ability to conceptualize and execute design ideas effectively while understanding the commercial and technical aspects of the industry. With a strong focus on fashion, textiles, lifestyle products, and communication design, SFI prepares graduates to excel in the national and international design industry.



3. Programmes Offered By Satyam Fashion Institute

i) Design Program: B. Des. 4-years program

- **Fashion Design**

Fashion design program is conceptualized to develop a professional and creative attitude of students towards the aspect of design, technology, merchandise required to create, produce and market to the ever-changing apparel industry. Students are exposed to innovative and experimental yet practical understanding of contemporary design to pursue a wide range of careers in the global fashion and design industry.

The program promotes the skills of design, history of design and fashion, history of world art, theory of textiles, detail study of traditional crafts and textiles, dying and printing techniques, illustration, surface ornamentation, study of different fabrics, forecasting, presentation, promotion plus providing a strong technical background in ergonomics, garment manufacturing process and machinery, pattern making, draping and grading, sewing, construction of fabrics, knitwear design, creative pattern making, marketing and merchandising and market management through electronic design methods.

Project based teaching enables students to think creatively and fully integrate their understanding of garment, technology and market required to resolve specific design problems. Students are also exposed to designing accessories such as jewellery, bags, footwear, belts etc. Exposure to textiles enables students to develop sensitivity to the nature and application of cloth. The course plus the environment enables students to develop their own philosophy and design identity which could be judged critically and professionally.

Graduating students emerge as professionals for a wide range of careers in the national & global design industry. A student will pursue a career as Fashion designer, fashion stylist, buyer, forecaster, computer-assisted designer/design interpreter, pattern engineer, entrepreneur, design manager, visual/promotional merchandiser, fashion illustrator, technical, costume, and ready-to-wear and high fashion designers.

- **Textile Design**

Textile design program introduces students to both creative and technical aspect of textile design and production. Many large retail organizations are investing toward design, development and production of textile and clothing.

Industry needs graduates with retail and marketing knowledge and an understanding of how fabrics and apparel are designed and produced to bring innovative and cost effective products to market. India has a rich heritage of traditional and varied textiles which gives inspiration to the students to develop and play with the motif, fabric and colour. The course introduces students to subjects like behaviour of yarn, history of design and Indian world textile. In-depth knowledge is provided in the field of weaving, knit structure, embroideries, dyeing techniques, print technology (block and screen), colour concepts and principles of design, graphics designing for the textile industry.

Modules on surface embellishment, advanced weaving and printing technology, merchandising, marketing, visual retail and resource management help students to think beyond classroom activities. The four year curriculum builds students as a professional designer with in-depth knowledge of fabric chemistry. Textile design program develops professionals who not only contribute in designing the fabrics but also play an important role in building the basis of apparel and home furnishings.

The textile graduates get an opportunity to explore the fields of fashion, textile and interiors and crafts. Career opportunities include textile and fashion designer, merchandiser, in fashion buying and export houses, design studios, mills as textile and garment technologist, quality controller, production manager, retail manager, textile trend setter, weave / print designers, carpet designer, independent designers or entrepreneurs.

- **Lifestyle Accessory Design**

This program prepares professional designers for a multi-faceted field combining the development of product and its decoration. The course introduces students to the field of contemporary design related to lifestyle products that are personal, functional yet expressive, decorative and interesting to use. Students investigate human interaction with the product from a new perspective, concentrating on user-centred innovations.

The curriculum encourages students to draw inspiration and strength from Indian as well as cross-cultural diversity and craft traditions which have contemporary usage in the international market. The curriculum deals predominantly with exploration of different materials in their aesthetics, functional and creative abilities, with exposure to different scales of production and understanding of market trends. The curriculum provides in-depth knowledge for the professional to translate design ideas into intelligent products. The course is

workshop and studio-based, using demonstrations, lectures, seminars, small group presentations at the end of each project/module.

Lifestyle Accessory design course includes “product line for personal and day to day usage”. The program emphasizes skills in design, fabrication/production, and presentation techniques which allow students to effectively express their designs through drawing, models and full- scale finished products. Curriculum includes subjects like technical drawing, materials and their finishes, construction techniques, liberal studies, history of design, fashion and market trends, management processes with an understanding of entrepreneurship, retailing, branding and merchandising. Students are exposed to traditional crafts so that they derive an insight into craft techniques to design and develop contemporary products. Design projects are an active part of the curriculum to provide a first- hand experience.

The course prepares students for a wide range of careers such as designers, product merchandisers, and managers, entrepreneurs in the field of jewellery, leather goods, gift ideas, designer craft people, freelance designers, and interior or exhibition promoters. The college offers students to pursue specialization in the field of costume and precious jewellery, ceramics, home accessories, table and office accessories, footwear, fashion bags, belts, gloves etc., glass accessories, handicraft using materials like wood, leather, ceramic etc.

- **Fashion Communication**

Fashion Communication introduces students to the creative, intellectual, technical and communication skills that expose them to problem solving situations commercially and socially. The course highlights an understanding of the theory, principles and skills of design which could be communicated through presentation of ideas and information with the support of traditional means or multimedia communication technology. The course develops students as independent, creative learners, capable of synthesizing their learning into a competent business final report. Students will gain experience of current professional practice through simulated industrial projects and activities developed in collaboration with practitioners.

The curriculum is a combination of theory, exploration, and application which takes students through subjects like fashion studies, philosophy of fashion, advertising, photography, typographic illustrations, graphic design, media law and ethics, technical drawings visual merchandising, fashion forecasting, journalism, brand management, print media, publication design, lifestyle, digital arts, history etc.

Graduating students emerge as professionals who can offer communication solutions in the field of fashion and lifestyle industry. Career opportunities for fashion communication students cover a wide spectrum in the field of multimedia, graphic designing, television, advertising, publication design photography, exhibition firms, computer application, journalism, branded retail management and visual merchandising.

ii) Post Graduate Diploma in Fashion Design - 2 years

The increasing relevance of design management and promotion calls for innovative design development. All these require a strong understanding of trade management practices and supply chain and understanding of fashion dynamics at the global level. This advanced program of Postgraduate diploma in Fashion Design builds up a student's knowledge base in management techniques, costing, range planning, trend forecasting and global trade practices etc.

The students of this program can pursue careers as a fashion designer, fashion merchandisers, fashion stylist, design managers with the domestic market and export sector. The course prepares students for a wide range of careers such as designers, product merchandisers, and managers, entrepreneurs in the field of designing, freelance designers, and category managers etc.

iii) M. Design- 2 years

Master of Design is a specialized degree programme for aspirants having an enthusiasm and interest in the creative fields, for students who wish to achieve the best in the field of design to become multi-disciplinary and multi-dimensional. This degree programme is designed for individuals who are creative, innovative, confident, and also possess a writing talent. Master level program in Design with Interdisciplinary areas provides exposure to diverse expertise with elevated creative approaches and well-balanced functionality. Combination of research-oriented projects and upgraded knowledge and technical inputs makes the learner to enrich their skills and confidence ;inculcating the capacities to enhance the professional portfolio. The course of study for M. Des. Examination shall extend over a period of two years divided into four semesters with an examination at the end of each semester, i.e. First and Second semester examination in the First Year and the Third and Fourth semester examination in the Second year. The Examination shall be conducted by means of Continuous assessment written papers/Practical/Dissertations/Project Report/ Seminar wherever prescribed.

ii) Mass Media Program:

- **B.A. Mass Media - 3 years Program**

Satyam School of Journalism & Mass Communication, Noida of Satyam Fashion Institute Affiliated to SNDT women's University, Mumbai is providing a 3 years Bachelor Degree Course in Journalism and Mass Communication for female students. The objective of this course is to provide a platform to the students where they can showcase their talent and meet the demand of the emerging new era as the scope of Media education has been widening day by day. Media education today provides an opportunity to get an inside view of the many forms of media. Media studies widen up the horizon of career options. SSJMC offers a professional course in Mass Communication which equips students' to pursue careers in journalism, TV, Radio, Film- Making, Anchoring, Public Relations, Script-writing, Multimedia Management, Corporate Communication etc. As the fourth pillar of democracy along with judiciary, executive and legislature, today the Media has an all-embracing role to act against the injustice, oppression, misdeeds and partiality of our society.

SSJMC, a Mass Media institute at Noida believes in the growth of students by making the process of learning by doing, not only developing their technical, motor skills and knowledge but also making them strong for the competitive environment of today's world's and is committed to the idea of enhancing purposeful education with human values and social responsibilities, finally, making developing students to a complete professional.

- **M.A. Journalism & Mass Communication – 2 Years Full-Time Program**

The M.A. Journalism & Mass Communication is a two-year, full-time, UGC-recognized postgraduate program designed to prepare women graduates for leadership roles in the dynamic and ever-evolving media industry. Offered by one of the leading media institutes for girls in Noida, the program blends strong academic foundations with intensive practical training across print, digital, and electronic media platforms. The primary objective of this master's program is to enhance students' critical thinking, storytelling, research, production, and communication skills, enabling them to meet the professional demands of contemporary media organizations. As media continues to expand through digital transformation and multimedia convergence, the program equips students with the expertise required to excel in the modern media landscape.

The curriculum emphasizes learning through hands-on experience, providing students with real-time exposure to newsrooms, studios, digital media labs, and field assignments. This approach ensures that students gain practical insights alongside theoretical knowledge, fostering confidence, creativity, and professional competence.

There are various levels of study and each level is designed and balanced with theoretical and practical knowledge along with industrial exposure. Time management plays a vital role in the completion of the assignments and students learn this in SSJMC in a day to day learning process. All these are designed, in view of its commitment to achieve excellence in the field of Media education by providing well-structured Course Curriculum, Industry oriented training session, Internships, Placement etc. SSJMC focuses on development of its students not only by imparting quality education in fashion technology but also in instilling a sense of self-worth and discipline. Students get opportunities to participate in numerous co-curricular activities, on and off the campus, to realize their true worth and potential. SSJMC ensures Industrial visit and Educational Trips and to provide student's practical exposure.

4. ACADEMIC INNOVATIONS

1. SGI has taken several academic digital education initiatives during the session 2024-25.
2. The college faculty members are using different ways and platforms to engage with students towards continuing teaching-learning process:
3. Engagement of student through innovation teaching methods like role play, exhibitions & displays etc.
4. Teachers have used Google forms & than quiz platforms like quizzes for taking tests, projects and assignments.
5. The college has made available E-book Platform to all the students and team with login id and password through institutional portal.
6. The college collaborate with industry to provide students with real world experience, internship, and mentorship opportunities.
7. The incumbent holds weekly & monthly meetings with the Faculties and Staff for monitoring the smooth functioning of the teaching-learning process and other academic and administrative matters.
8. The college provide students with opportunities to engage in research projects, encouraging them to explore new ideas and contribute to the advancement of knowledge.
9. Every students has been required to register of ABC Id's for access to all their academic credits.
10. Satyam Fashion Institute has taken initiatives to implement of NEP Guidelines in the college.
11. The college has also introduced Chetna Program for holistic development of the students.

5. ASSESSMENT AND FEEDBACK

The College has also successfully implemented the structured feedback system that ensures that the concerns of the students are heard and addressed. So far we have successfully filled feedback form from the students in the end of the session and we analysed the issues related to academics, infrastructure and facilities raised are addressed time to time in the departmental meetings.

6. ADMINISTRATIVE SUPPORT

The Administration is touch with the teaching and non-teaching staff all the time during office hours. All the officials of the College are well connected through physical and online mode where routine jobs are assigned to concerned officials and monitored. The College is highly committed to adopt digital practices in all office and student related work. Teachers and students are provided all facilities and administrative assistance in the conduct of both online and offline teaching-learning.

IQAC of the college collaborates with various departments to organize virtual lectures and talks and interviews of eminent personalities across the world. The College also encourages the faculty to record lectures for future reference and benefit of the students.

Security - It makes screening easier on special days like College fest, annual function etc. to avoid any scuffles and untoward incidents in the campus. Payment of bills all digital payment options are available. College is under fully CCTV surveillance by 24/7.

7. ENVIRONMENT FRIENDLY POLICIES

➤ **Green Policy:**

A Green, clean and healthy environment aids effective learning and provides a conducive learning environment. Educational Institutes are becoming more sensitive to environmental factors and more efforts are being made to make them eco- friendly.

The Institute is committed to the safe and sound environmental performance of the institute & gives paramount importance to the sustainability right from inception of it.

The Institute has adopted cohesive planning to enable resource efficient, inclusive and sustainable approaches to enhance environmental management for improved liability, health and climate.

The policy emphasis on practices and methodologies pertaining to areas of significant environment concerns e.g. land, energy, waste, water, air etc.

● **Energy:**

1. Passive building design strategies of the building.
2. Use of energy efficient fixtures in the campus

3. Renewable energy generation- harnessing the sun.
4. Campaign / workshop encouraging responsible energy use.
- **Land:**
 1. Land utilization through agroforestry and kitchen gardening.
 2. Increasing tree density and land permeability in the campus.
 3. Cultivation using drought tolerant plants.
- **Air:**
 1. Green mobility and infrastructure provisioning with vehicle free campus, promotion of use of public transport
 2. Indoor plantation in the building for a clean indoor environment.
- **Water:**
 1. Initiative to encourage responsible water management via rainwater harvesting.
 2. Use of water efficient fixtures in campus
- **Waste:**
 1. Waste segregation at source in the campus.
 2. Following organic waste management practices.

➤ **Water Management Policy**

The institute is committed to improve the management of water and reduce overall Water consumption through strategies and actions. The institute has been implementing a number of national guidelines to conserve and manage water resources in the campus and proactively seeks measures to minimize its consumption.

The campus seeks to become a ZERO WASTE CAMPUS and strives toward it. In planning and implementing water strategies, a balanced approach is needed that maximize opportunity to align with multiple objectives:

1. The institute implies a hierarchical approach of Water waste by Reducing & Reusing.
2. **Infrastructure:** Ensure plumbing adequacy of water taps and sanitary fixtures. Construct water storage structures to meet campus water requirement & regular upkeep of water tanks in the building.
3. Installation of Water efficient fixtures, fittings and appliances (Dual Flush cistern, waterless urinals & etc.) in the campus.
4. **Resilience:** Deploy dedicated staff for maintenance of the water system in the campus. Update periodic maintenance and repair of leaks.

5. **Campus Engagement and Collaboration:** Organize water conservation workshops for the faculty and students on the campus. Organizing water saving events & drives proactively.
6. **Alternative source:** Recharge Ground water through rain water harvesting by collecting runoffs from impervious surfaces.
7. **Landscaping & Irrigation:** Development of water resilient Landscaping practice. Install less water intensive gardens and lawn, use drought plants that consume less water. Use of drip irrigation system and sprinkler system to conserve water in gardening.
8. Explore opportunities to incorporate leading water management practices in the campus.

➤ **Energy Conservation Policy**

The institute believes in energy conservation and ensures that reasonable effort is made to conserve energy. The Energy Policy of the institute promotes environmentally responsible practices and behaviour, experiment with innovative solutions, combine learning and practical application and add education value. It also thus abides by regulatory compliance and cost savings.

The Institute emphasizes on cohesive planning to enable resource efficient, inclusive and sustainable approaches to enhance energy management for improved liability, health and climate.

1. A designated admin officer is responsible for energy conservation. With Industry specialists to conduct Audit and provide timely feedback.
2. All personnel including Students, Mentors and Institute Staff wholeheartedly take Energy Conservation as their responsibility.
3. Accurate records of energy consumption and cost will be maintained by the Energy administrator.
4. Maximum use of Clean Energy by harnessing the renewable energy notably use of solar energy in the campus to reduce pollution from primary light generation using fossil fuel.
5. Use of Energy efficient fixtures throughout the campus to conserve energy and save operational cost of building. Updating the fixtures time to time as per technology advancement (switching from Incandescent light to CFL, CFL to LED). Use of energy star rated or equivalent products to reduce energy consumption.

6. Further to promote a safe healthy environment and to complement the energy conservation program institute adheres to preventive maintenance.

➤ **Waste Management Policy**

Institute has designed an integrated Waste management system for optimizing and analysing waste. It is based on the concept that all aspects of waste management should be analysed together. The institute is conscious of its activities generating waste and ensures that all the waste is used & disposed responsibly.

Waste management practices are divided into three parts:

➤ **Solid Waste Management**

1. Waste generation, segregation and collection is processed systematically in separate bins at source and identified as Biodegradable, Non-Biodegradable & Hazardous waste.
2. Waste generated from kitchen, canteen pantry is treated in house through organic waste composter and waste is created into manure.
3. Non-Biodegradable solid waste is handed over to the municipal approved landfill site.
4. Hazardous Waste of oil from D.G sets is sold to authorized recyclers.

➤ **Liquid Waste Management**

Grey water and Black water generated is discharged to the municipality's sewer line through a line of network which gets treated by authority at zone level WTP.

➤ **E- Waste Management**

1. Discarded electronic devices such as old desktops, printers, mobiles & machines to be sold to authorize recycler vendors.
2. Hierarchical approach of waste by Reducing, Reusing & Recycling.
3. Reduce the toxicity or negative impacts of the waste that is generated.
4. Reduce the volume of waste prior to disposal.
5. Reuse in the current forms the material recovered from the waste stream.
6. Recycle, compost, or recover materials for use as direct or indirect inputs to new products.
7. Provide clear and defined roles and responsibilities within the waste management chain to authorize administrators. Promote and use eLearning tools vital for enhancement for communication to control usage of paper.
8. Organize Waste Management Programmes and activities to aware communities at large. Additionally staff, students and faculty must be properly educated on waste management practices.

11. Student Achievements

Student Name	Achievement
Ms. Swati	Academic Topper at College Level B. Des. Fashion Design (2021-2025)
Ms. Anisha Makkar	Academic Topper at College Level B. Des. Textile Design (2021-2025)
Ms. Mukti Raghav	Academic Topper at College Level B. Des. Fashion Communication (2021-2025)
Ms. Poonji Goel	Academic Topper at University Level B. Des. Lifestyle Accessories (2021-2025)
Ms. Pinki Roy	Academic Topper at College Level Post Graduate Diploma in Fashion Design (2023- 2025)
Ms. Anjali Mohata	Academic Topper at College Level M. Design -Interdisciplinary (2023-2025)
Ms. Ishika Jaiswal	Academic Topper at College Level B.A. Mass Media-Ad & PR (2022- 2025)
Ms. Vaishnavi Shetty	Academic Topper at College Level B.A. Mass Media- Animation (2022- 2025)
Ms. Manshi	Academic Topper at College Level B.A. Mass Media- Journalism (2022- 2025)
Ms. Priyanshi Tyagi	Academic Topper at College Level M. A. Mass Communication & Journalism (2023-2025)
Ms. Akshita Vermani Ms. Arifa Naaz	Miss SFI Winner- Bachelor of Fashion Design Miss SFI Winner- Post Graduate Diploma in Fashion Design
Ms. Tiya Chauhan & Ms. Ishika Prajapati and her team	Participated in Fashion Show 'SANRAKSHAN 2024' at IIM Lucknow, Noida Campus

Student Name	Achievement
Ms. Anshika Yadav and her team	Participated in Fashion Show, IGNITE Fest 2024
Ms. Akshaya Devadas, Ms. Vishnupriya and her team	Participated in Fashion Show at IIM Lucknow, Noida Campus
Ms. Arziya , Ms. Suhani and her team	Participated in Fashion Show during the College Fest at Delhi Metropolitan Education, Noida.
Ms. Nisha, Ms. Roshni, and Ms. Azli Khan (BMM)	Hired by the Institute of Industrial Development (IID) for professional video recording assignments; received stipend and certificates, showcasing industry-ready videography skills.
Shreya, Ashfiya, Shraddha, and Muskan (BMM)	Attended the Punjabi Fever FM Event by The Burrah Project
Srishti, Roshni, Dhanya, Kajal, Rishika, Shallu, Archie, Cinderella, Satakshi, Jhanvi, Itika, and Shivani Thakur (BMM)	Participated in the Fashion Show at IGNITE-2K24, won 2nd Prize
Ruchi, Akansha Bohra, Aanya; Manmeet, Muskan, Nidhi, Vidhi, Shreyangi; and Srishti, Shreya, Dhanya, Ananya	Participated in the Workshop on “Film and TV Direction Techniques”.

Students of SFI	Triptych 2025- Awards for Best Surface Exploration, Best Commercial collection, Best Design Collection, Best Surface Exploration award, Best Commercial Collection, Best Research work, Best Creative Collection, Best Innovative Collection award, Best Graduation Show Collection, Best Accessorized collection, Best Graduation Show & Portfolio Collection award and Best Fashion Communication Projects.
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12. Faculty: Student Ratio

PROGRAM	FACULTY:STUDENT
Undergraduate/Postgraduate	1/20

i. Academic Achievements of SFI Team

Besides teaching, the faculty members of the College have been very active with their research work and participation in seminars and conferences. Some of the highlights of their works/achievements as reported by them are presented here:

Name	Details
Dr. Neetu Malhotra	(BOOK PUBLISHED WITH ISBN NO. 1. Dr. Neetu Malhotra book has been published, titled "Woven History: The Art & Craft of Textiles in Fashion," published in 2025, has the ISBN number 978-93-6096-958-5. 2. Dr. Neetu Malhotra book has been published, titled "Leadership & Organisation Behaviour," published in 2025 with ISBN 978-93-6940-163-5. PATENT FILLED- 1. Dr. Neetu Malhotra ,Filed a patent application for an innovative <i>AI-based Virtual Trial Display Device</i>, aimed at enhancing user experience and personalization in the fashion retail industry through advanced artificial intelligence technology. 2. Dr. Neetu Malhotra, Filed a patent "<i>AI-Driven Business Plan Analysis</i>," authored by Neetu Malhotra, with application number 463493-001 and dated June 30, 2025.

Students of SFI	Triptych 2025- Awards for Best Surface Exploration, Best Commercial collection, Best Design Collection, Best Surface Exploration award, Best Commercial Collection, Best Research work, Best Creative Collection, Best Innovative Collection award, Best Graduation Show Collection, Best Accessorized collection, Best Graduation Show & Portfolio Collection award and Best Fashion Communication Projects.
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i. Academic Achievements of SFI Team

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Name	Details
Dr. Neetu Malhotra	(BOOK PUBLISHED WITH ISBN NO. 1. Dr. Neetu Malhotra book has been published, titled "Woven History: The Art & Craft of Textiles in Fashion," published in 2025, has the ISBN number 978-93-6096-958-5. 2. Dr. Neetu Malhotra book has been published, titled "Leadership & Organisation Behaviour," published in 2025 with ISBN 978-93-6940-163-5. PATENT FILLED- 1. Dr. Neetu Malhotra ,Filed a patent application for an innovative <i>AI-based Virtual Trial Display Device</i>, aimed at enhancing user experience and personalization in the fashion retail industry through advanced artificial intelligence technology. 2. Dr. Neetu Malhotra, Filed a patent "<i>AI-Driven Business Plan Analysis</i>," authored by Neetu Malhotra, with application number 463493-001 and dated June 30, 2025.

Dr. Neetu Malhotra	CERTIFICATIONS & PROFESSIONAL DEVELOPMENT 1. Dr. Neetu Malhotra completed the SWAYAM courses on 'Basics of Digital Marketing' and 'Accreditation System and Ranking Framework' from July to December 2024 and successfully cleared the final examinations, with results announced in January 2025. 2. Dr. Neetu Malhotra completed the SWAYAM course on <i>Accreditation System and Ranking Framework</i> during the July–December 2024 session and cleared the final examination. 3. Dr. Neetu Malhotra completed a Certificate Course on <i>Universal Human Values and Professional Ethics</i>, conducted by B.R.B. College of Commerce, Raichur, Karnataka, in collaboration with the Nucleus of Learning and Development, from 21 August to 1 September 2024. PAPER PUBLISHED IN UGC CARE JOURNAL 1. Dr. Neetu Malhotra has published a research paper in reputed journal Scopus entitled “Building Consumer Engagement in Live Streaming on Social Media: A Comparison of Facebook and Instagram”, <i>Journal of Marketing & Social Research</i>, 2 (3) (May, 2025), 194 – 201. 2. Dr. Neetu Malhotra, Principal of SFI Noida, has published a research paper in reputed journal Scopus entitled “Exploring factors influencing the adoption of online shopping”: A Qualitative approach on Educational Administration: Theory and practice. PAPER/POSTER PRESENTATION IN CONFERENCE 1. Presented a research paper in the Two-Day International Conference on “Recent Trends and Advancements in the Field of Designing”, held on 12th–13th June 2025, jointly organized by the Amity School of Architecture and Planning (ASAP) and the Amity School of Fashion Technology (ASFT). 2. Presented a research paper titled “The Editor’s Edge: Comparing Human Expertise and AI Efficiency in Academic Writing” at the International Conference on Academic Integrity and AI: Challenges and Opportunities in Higher Education, held at Satyam College of Education, Noida, on 20 June 2025.
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Dr. Neetu Malhotra	3. Dr. Neetu Malhotra, along with co-authors, presented a research paper titled “Exploring Circular Economy Practices in Ajrakh Printing: Balancing Tradition with Sustainability” at Amity University, Noida, on 16th December 2024. 4. Dr. Neetu Malhotra, in collaboration with a co-author, presented a poster paper titled “Product Diversification in Handloom Weaving: A Traditional Craft of Baghpat” at the 62nd Joint Technological Conference (JTC), held on 24–25 October 2024, organized by ATIRA, BTRA, SITRA, and NITRA, at the NITRA Campus, Ghaziabad. 5. Dr. Neetu Malhotra, along with co-authors, presented a poster paper titled “The Evolution of Ajrak Motifs: A Historical Journey” at the 62nd Joint Technological Conference (JTC), held on 24th–25th October 2024, organized by ATIRA, BTRA, SITRA, and NITRA, at the NITRA Campus, Ghaziabad. WORKSHOP/FDP/SEMINAR 1. Dr. Neetu Malhotra, Principal of SFI Noida, participated in a workshop titled “Implementation of NEP 2020 and NAAC Accreditation Process” at SNDT Women’s University, Churchgate Campus, Mumbai, on 2nd May 2024. 2. Dr. Neetu Malhotra participated in a three-day International Workshop, convened by KAPI Women College of Education, Madurai, Tamil Nadu, in collaboration with Acumen Foundation and Seva Academy, from 25–27 June 2024. 3. Dr. Neetu Malhotra attended an Eight-Day Virtual Faculty Development Programme on “Hands-on Fashion Industry”, organized by SRM Institute of Science & Technology, Ramapuram Campus, Chennai, from 12–20 July 2024. 4. Dr. Neetu Malhotra participated in the World Youth Skills Day Celebration, held at FICCI Federation House, New Delhi, on 15 July 2024. 5. Dr. Neetu Malhotra successfully completed an Eight-Day Professional Development Programme on “Sustainable Approaches in Fashion and Textile Systems”, organized by Amity University Chhattisgarh, from 15–22 July 2024. 6. Dr. Neetu Malhotra attended a One-Week National Level Faculty Development Programme on “Mastering the Art of Emotional Intelligence”, organized by Gokul Global University, Siddhpur, Gujarat, from 20–26 July 2024.
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Dr. Neetu Malhotra	7. Dr. Neetu Malhotra attended a One-Week Online National Level Faculty Development Programme on “Embracing Gardner’s Multiple Intelligence Theory in Classroom Teaching”, organized by Gokul Global University, Siddhpur, Gujarat, from 22–28 July 2024. 8. Dr. Neetu Malhotra attended a One-Week Online National Level Faculty Development Programme on “Exploring the Use of AI Tools for Research”, organized by Shri Jagdishprasad Jhabarmal Tibrewala University, Rajasthan, in collaboration with Nucleus of Learning and Development (NLD), from 29 July–3 August 2024. 9. Dr. Neetu Malhotra attended a Faculty Development Programme on “Harnessing the Power of Six Thinking Hats & Overcoming Overthinking”, organized by Gokul Global University, Siddhpur, Gujarat, in collaboration with Nucleus of Learning and Development, from 9–15 September 2024. 10. Dr. Neetu Malhotra attended a Faculty Development Programme on “Empowering Educators for a Viksit Bharat: Transformative Teaching and Research Strategies”, organized by Kongu Arts and Science College, Erode, in association with ProMind Learning Academy, from 27–31 January 2025. 11. Dr. Neetu Malhotra successfully completed an Online Certificate Course cum Workshop (32 hours) on “Microsoft Excel Using AI Tools”, organized by Sanatan Dharma College, Ambala Cantt, from 1–10 February 2025. 12. Dr. Neetu Malhotra successfully completed an Online Certificate Course cum Workshop (32 hours) on “AI Meets Art: Advanced Tools for Smarter Design”, organized by Sanatan Dharma College, Ambala Cantt, from 11–20 May 2025. 13. Dr. Neetu Malhotra successfully completed a National Short-Term Course on “Soft Skills that Build Teams: Communicate & Collaborate”, organized by Gokul Global University, Siddhpur, Gujarat, from 15–21 May 2025. 14. Dr. Neetu Malhotra participated in a One-Week Online National Faculty Development Programme (FDP) on “Outcome Based Education & Frameworks”, organized by MMTTC, Shri Lal Bahadur Shastri National Sanskrit University (Central University), New Delhi, from 7–15 May 2025.
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Dr. Neetu Malhotra	15. Dr. Neetu Malhotra participated in a One-Week Online National Level Faculty Development Programme on “Introduction to Intellectual Property Rights”, organized by ARKA Jain University, Jharkhand, in collaboration with Nucleus of Learning and Development, from 16–21 June 2025. 16. Dr. Neetu Malhotra has participated in 3 days International workshop convened by KAPI women college of education, Madurai Tamil Nadu in collaboration with Acumen Foundation and Seva Academy from 25th June 2024 to 27th June 2024. 17. Dr. Neetu Malhotra has participated in the one week Online National Level Faculty Development Programme (FDP) on “The Future of Visuals: Graphic Design, AI and Trends for Teaching ” organized by Babbar Akali Memorial Khalsa College, Garhshankar, Punjab in collaboration with Nucleus of Learning and Development from 18th 23rd August 2025.
Dr. Preeti Singh	1. Dr. Preeti Singh has participated in Three day Faculty Development Programme on “Towards Institutional Excellence Adopting to NAAC’s Binary Frameworks for HEI’s” organized by The Quaide Milleth College for Men in collaboration with IQAC Cluster-India from 3rd June to 5th June 2025. 2. Dr. Preeti Singh has participated in the International Level Five Day Online Faculty Development Programme (FDP) on “Use of AI Tools in Research Empowering ” organized by Satyam Fashion Institute Noida from 17th -22nd May 2025. 3. Dr. Preeti Singh has participated in One- week Online National Level Faculty Development Programme on “Exploring use of AI Tools in Research ” organized by B.R.B. College of Commerce, Karnataka in collaboration with Nucleus of Learning and Development from 05th May to 10th May 2025. 4. Dr. Preeti Singh has attended a Eight days Virtual Faculty Development Program on “Hands on Fashion Industry” organized by SRM Institute of Science & Technology, Ramapuram Campus, Chennai from 12th July 2024- 20th July 2024. 5. Dr. Preeti Singh has successfully completed an Eight-Days Professional Development Programme on 'Sustainable Approaches in Fashion and Textile Systems organized by Amity University Chhattisgarh from 15th to 22nd July 2024.

Ms. Ishika Sharma	1. Ms. Ishika Sharma has participated in the one week Online National Level Faculty Development Programme (FDP) on “The Future of Visuals: Graphic Design, AI and Trends for Teaching ” organized by Babbar Akali Memorial Khalsa College, Garhshankar, Punjab in collaboration with Nucleus of Learning and Development from 18th 23rd August 2025. 2. Ms. Ishika Sharma has participated in the International Level Conference on “Transformative Approaches in Design -Research, Innovation and Sustainability" organized by Satyam Fashion Institute, Noida from 16th May 2025. 3. Ms. Ishika Sharma has participated in the International Level Five Day Online Faculty Development Programme (FDP) on “Use of AI Tools in Research Empowering ” organized by Satyam Fashion Institute Noida from 17th -22nd May 2025. 4. Ms. Ishika Sharma has participated in Three day Faculty Development Programme on “Towards Institutional Excellence Adopting to NAAC’s Binary Frameworks for HEI’s” organized by The Quaide Milleth College for Men in collaboration with IQAC Cluster-India from 3rd June to 5th June 2025. 5. Ms. Ishika Sharma has attended a Eight days Virtual Faculty Development Program on “Hands on Fashion Industry” organized by SRM Institute of Science & Technology, Ramapuram Campus, Chennai from 12th July 2024- 20th July 2024.
Ms. Nidhi Yadav	1. Presented paper in Two-Day International Conference on “Recent Trends and Advancements in the Field of Designing”, held on 12th–13th June 2025, jointly organized by the Amity School of Architecture and Planning (ASAP) and the Amity School of Fashion Technology (ASFT). 2. Ms. Nidhi Yadav has participated in the National Level Conference on “Transformative Approaches in Design -Research, Innovation and Sustainability" organized by Satyam Fashion Institute, Noida from 16th May 2025.

Ms. Nidhi Yadav	- Ms. Nidhi Yadav has successfully completed an Eight-Days Professional Development Programme on 'Sustainable Approaches in Fashion and Textile Systems organized by Amity University Chhattisgarh from 15th to 22nd July 2024. - Ms Nidhi Yadav has attended a Eight days Virtual Faculty Development Program on “Hands on Fashion Industry” organized by SRM Institute of Science & Technology, Ramapuram Campus, Chennai from 12th July 2024- 20th July 2024. - Ms. Nidhi Yadav has participated in the National Level Five Day Online Faculty Development Programme (FDP) on “Use of AI Tools in Research Empowering ” organized by Satyam Fashion Institute Noida from 17th -22nd May 2025.
Ms. Eashverya Agarwal	- Ms. Eashverya Agarwal has participated in the Central Assessment Program(CAP) at SNDTWU from 7th - 9th May 2025. - Ms. Eashverya Agarwal has participated in the National Level Conference on “Transformative Approaches in Design -Research, Innovation and Sustainability" organized by Satyam Fashion Institute, Noida from 16th May 2025. - Ms. Eashverya Agarwal has participated in the National Level Five Day Online Faculty Development Programme (FDP) on “Use of AI Tools in Research Empowering ” organized by Satyam Fashion Institute Noida from 17th -22nd May 2025.
Dr. Supriya Himanshu	Dr. Supriya Himanshu has participated in the one week Online National Level Faculty Development Programme (FDP) on “The Future of Visuals: Graphic Design, AI and Trends for Teaching ” organized by Babbar Akali Memorial Khalsa College, Garhshankar, Punjab in collaboration with Nucleus of Learning and Development from 18th 23rd August 2025.

Ms. Shivani	1. Ms. Shivani has participated in the National Level Five Day Online Faculty Development Programme (FDP) on “Use of AI Tools in Research Empowering ” organized by Satyam Fashion Institute Noida from 17th -22nd May 2025.
Ms. Prachi Agarwal	1. Ms. Prachi Agarwal has participated in the one week Online National Level Faculty Development Programme (FDP) on “The Future of Visuals: Graphic Design, AI and Trends for Teaching ” organized by Babbar Akali Memorial Khalsa College, Garhshankar, Punjab in collaboration with Nucleus of Learning and Development from 18th 23rd August 2025. 2. Ms. Prachi Agarwal has participated in the National Level Five Day Online Faculty Development Programme (FDP) on “Use of AI Tools in Research Empowering ” organized by Satyam Fashion Institute Noida from 17th -22nd May 2025.
Ms. Anshika	1. Ms. Anshika has participated in the National Level Five Day Online Faculty Development Programme (FDP) on “Use of AI Tools in Research Empowering ” organized by Satyam Fashion Institute Noida from 17th -22nd May 2025.
Ms. Astha	1. Ms. Astha has participated in the one week Online National Level Faculty Development Programme (FDP) on “The Future of Visuals: Graphic Design, AI and Trends for Teaching ” organized by Babbar Akali Memorial Khalsa College, Garhshankar, Punjab in collaboration with Nucleus of Learning and Development from 18th 23rd August 2025. 2. Ms. Astha has participated in the National Level Conference on “Transformative Approaches in Design -Research, Innovation and Sustainability" organized by Satyam Fashion Institute, Noida from 16th May 2025. 3. Ms. Astha has participated in the National Level Five Day Online Faculty Development Programme (FDP) on “Use of AI Tools in Research Empowering ” organized by Satyam Fashion Institute Noida from 17th -22nd May 2025.

Ms. Astha	1. Ms. Astha has attended three day National level FDP on Mastering the art of Research with special Emphasis on AI tools organized by Ideal Institute (IIRA), Mumbai from 26th July to 28th July 2024.
Mr. Aditya	1. Mr.Aditya has participated in the National Level Conference on “Transformative Approaches in Design -Research, Innovation and Sustainability" organized by Satyam Fashion Institute, Noida from 16th May 2025. 2. Mr.Aditya has participated in the National Level Five Day Online Faculty Development Programme (FDP) on “Use of AI Tools in Research Empowering ” organized by Satyam Fashion Institute Noida,from 17th -22nd May 2025. 3. Mr. Aditya has successfully completed an Eight-Days Professional Development Programme on 'Sustainable Approaches in Fashion and Textile Systems organized by Amity University Chhattisgarh from 15th to 22nd July 2024. 4. Mr Aditya has attended a Eight days Virtual Faculty Development Program on “Hands on Fashion Industry” organized by SRM Institute of Science & Technology, Ramapuram Campus, Chennai from 12th July 2024- 20th July 2024.
Ms. Neetu Saini	1. Ms. Neetu Saini has participated in the one week Online National Level Faculty Development Programme (FDP) on “The Future of Visuals: Graphic Design, AI and Trends for Teaching ” organized by Babbar Akali Memorial Khalsa College, Garhshankar, Punjab in collaboration with Nucleus of Learning and Development from 18th 23rd August 2025. 2. Ms.Neetu Saini has participated in the National Level Conference on “Transformative Approaches in Design -Research, Innovation and Sustainability" organized by Satyam Fashion Institute, Noida from 16th May 2025 3. Ms.Neetu Saini has participated in the National Level Five Day Online Faculty Development Programme (FDP) on “Use of AI Tools in Research Empowering ” organized by Satyam Fashion Institute Noida,from 17th -22nd May 2025.

Ms. Neetu Saini	4. Ms. Neetu Saini has participated in a two week National online certificate course on INDIAN KNOWLEDGE SYSTEMS: PATHWAY AND TRAJECTORIES Organized by faculty of Social Science Science, Shaheed Mangal Pandey Govt. Post Graduate Girls college, Meerut in collaboration with Nucleus of Learning and Development from 23rd June to 4th July 2025.
Ms. Anshita Thakur	1. Ms. Anshita Thakur has participated in the one week Online National Level Faculty Development Programme (FDP) on “The Future of Visuals: Graphic Design, AI and Trends for Teaching ” organized by Babbar Akali Memorial Khalsa College, Garhshankar, Punjab in collaboration with Nucleus of Learning and Development from 18th 23rd August 2025.
Mr. Satyam Deb Roy	1. Ms. Anshita Thakur has participated in the one week Online National Level Faculty Development Programme (FDP) on “The Future of Visuals: Graphic Design, AI and Trends for Teaching ” organized by Babbar Akali Memorial Khalsa College, Garhshankar, Punjab in collaboration with Nucleus of Learning and Development from 18th 23rd August 2025.

ii. Welfare Schemes:

- **Teaching Staff:**

Conveyance for official duties, Assistance to avail loan, Periodic social gathering and gifts/bonus on festivals, first-aid facilities, Provision of study leave, medical leave and maternity/ paternity leaves, Duty leave for FDP/ seminars and conferences.

- **Non-Teaching Staff:**

Conveyance for official duties, Assistance to avail loan, Periodic social gathering and gifts/ bonus on festivals, first-aid facilities, Provision of uniforms for Class IV staff

- **Students:**

First-aid facilities, Wi-Fi enabled campus, CCTV surveillance (24*7), security, Grievance redressal mechanism, Provision of RO water in the campus, Student development activities, institutional scholarship & earn while you learn scheme for students.

iii. Skill Development for Staff Members:

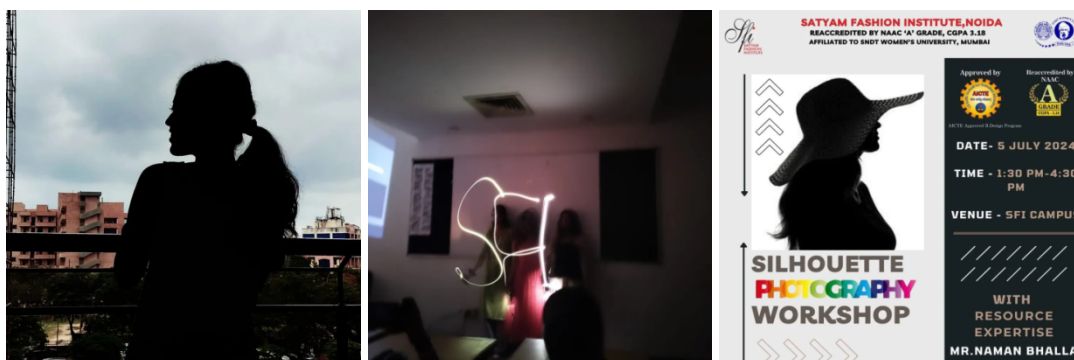
S.No.	Name	Details
1	Mr. Yashveer Singh	1. National-level FDP on “The future of visuals: Graphic Design, AI, and trends for teaching” organised by Babar Akali Memorial Khalsa College, Punjab from 18-23 August 2025.
2	Mr. Laxman Rawat (System Administrator)	1. National-level FDP on “The future of visuals: Graphic Design, AI, and trends for teaching” organised by Babar Akali Memorial Khalsa College, Punjab from 18-23 August 2025.
3	Ms. Nilofar (Librarian)	1. National-level FDP on “The future of visuals: Graphic Design, AI, and trends for teaching” organised by Babar Akali Memorial Khalsa College, Punjab from 18-23 August 2025.
4	Mr. Vimal Mishra (Lab Incharge)	1. National-level FDP on “The future of visuals: Graphic Design, AI, and trends for teaching” organised by Babar Akali Memorial Khalsa College, Punjab from 18-23 August 2025.

13. DEPARTMENTAL ACTIVITIES

i. DESIGN ACTIVITIES

CREATIVE WORKSHOP ON SILHOUETTE PHOTOGRAPHY

5th July, 2024: Satyam Fashion Institute, Noida, organized a Creative Workshop on Silhouette Photography, offering an exciting opportunity for students to explore one of the most imaginative and expressive photography techniques. Under the expert guidance of Mr. Naman Bhalla, students from B. Design and M. Design programs gained hands-on experience in capturing dramatic and striking images using silhouette techniques. This workshop enabled participants to delve into the art of portraying shapes and forms through contrasting light, enhancing their visual storytelling skills. Students across all departments and semesters enthusiastically participated, demonstrating their creative flair through a series of compelling visuals. These artworks were later presented to a jury, where students articulated the concepts and methods behind their photographs, showcasing a deep understanding of silhouette photography as a design expression tool.



A Glimpse into the Creative Workshop on Silhouette Photography

SATYAM FASHION INSTITUTE COMMEMORATES SNTD UNIVERSITY'S HISTORIC MILESTONE

8th July, 2024: Satyam Fashion Institute, Noida, proudly marked the 109th Foundation Day of its esteemed affiliate, SNTD Women's University. The institute paid tribute to Shri Maharshi Dhondo Keshav Karve, honorable founder of SNTD University by honoring his visionary efforts in establishing a renowned center for learning and empowerment. The celebration at the campus featured cultural performances, including motivational songs and a vibrant Lavni dance by B. Design and M. Design students. The event concluded with a felicitation ceremony, where Principal Dr. Vandana Jaglan and Vice-Principal Dr. Neetu Malhotra awarded Trophies and Certificates of Appreciation to outstanding design students.

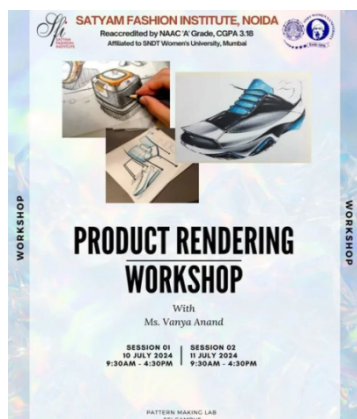
Neetu Malhotra
IQAC Coordinator
Satyam Fashion Institute
C-56A/14 & 15, Sector-62
Noida- 201309



Student receiving award and appreciation from Dignities of SFI

HANDS-ON WORKSHOP ON PRODUCT RENDERING

10th July, 2024: Satyam Fashion Institute, Noida, hosted a hands-on workshop on Product Rendering, aimed at Lifestyle Accessories and other design students. Led by resource person Ms. Vanya Anand, the workshop provided students with practical experience in creating high-quality product renders for printing, packaging, and final product design. This educational activity also offered an opportunity for B. Design and M.Design students to learn the essential skills needed to produce visually appealing product presentations.



Students learning product rendering in the workshop

CELEBRATION OF WORLD YOUTH SKILLS DAY AT FICCI

15th August, 2024: In today's rapidly evolving world, youth skills are crucial not only for global development but also for fostering peace. As we observe World Youth Skills Day 2024, it is essential to recognize and nurture the untapped potential of our nation's youth. To mark this significant occasion, B. Design and M. Design students from Satyam Fashion Institute, Noida, had the privilege of attending an insightful session organized by FICCI in New Delhi. The event featured accomplished young professionals from the design, culinary, and media sectors, who shared their inspiring success stories, encouraging students to harness their skills for a brighter future.

Nisha Mishra
IQAC Coordinator
 Satyam Fashion Institute
 C-56A/14 & 15, Sector-62
 Noida- 201309



Students attending World Youth Skills Day at FICCI

A HEALTHCARE CAMP FOR HOLISTIC WELLBEING

19th July, 2024: Satyam Group of Institutions conducted a Dental, Hair, and Skin Checkup Camp in its campus. The initiative aimed to promote oral hygiene and overall well-being among B. Design and M. Design students. The camp focused on the early detection and prevention of dental issues and will raise awareness about the importance of regular dental care. Such health initiatives contribute to fostering good hygiene practices within the student community and the broader workplace environment.



Rutika Malhotra
 IQAC Coordinator
 Satyam Fashion Institute
 C-56A/14 & 15, Sector-62
 Noida- 201309



Health-camp organized at SGI

VISIT TO TEXTILE FAIR INDIA 2024

21st July, 2024: The B. Design and M. Design students of Satyam Fashion Institute Noida got the opportunity to visit the mega exhibition (The Textile Fair India 2024). They not only visited the exhibition and explored the innovation and new range of products, but also interacted with the exhibitors who enlightened the students with their experience and knowledge adding more wise words and information about the Indian Textiles. This was an integrated exhibition of the manufacturers and suppliers of fibre, yarn, apparels, fabrics, trims, embellishments and upholsteries of the country. The motive of taking students over there is to inculcate knowledge about the beauty of Indian textiles.



SFI Students visited Textile Fair India 2024

A WORKSHOP ON FASHION CAREERS

24th July, 2024: ASPAM Scottish School, Noida visited the campus of Satyam Fashion Institute over a familiarization of the B.design and M. Design program that is being offered at

IQAC Coordinator
Satyam Fashion Institute
C-56A/14 & 15, Sector-62
Noida- 201309

SFI. During the workshop, our esteemed vice Principal Dr. Neetu Malhotra with the faculties of each department gave a simple and crisp overview of career scope and the fields in fashion industry. It was an interactive session where the students showed an active participation.



ASPAM Scottish School Students attended workshop on Fashion Careers at SFI
KHO-KHO CHAMPIONSHIP: TEAM A TRIUMPHS AT SFI

24th July, 2024: The Sports Cell of Satyam Fashion Institute successfully organized a competitive Kho-Kho Championship. Team a claimed victory, showcasing remarkable skill and teamwork. Their outstanding performance earned them the championship title and a prestigious award. Both teams demonstrated commendable effort and sportsmanship, making the event a significant highlight.



SFI students playing Kho-Kho in a Kho-Kho Championship

Neetu Malhotra
IQAC Coordinator
Satyam Fashion Institute
C-56A/14 & 15, Sector-62
Noida- 201309

CELEBRATION OF WORLD EMBROIDERY DAY

30th July, 2024: One of the most creative and therapeutic forms celebrated across the world is embroidery. A special day has been dedicated to acknowledge and promote the craft of decorating fabric using a needle to apply thread or yarn. On World Embroidery Day, which is celebrated on 30th July each year, the B. Design and M. Design students of Satyam Fashion Institute immersed themselves in the art of embroidery. They engaged with master artisans, discovering intricate techniques and gaining invaluable skills. It was an enriching experience celebrating tradition and creativity.



A student of SFI celebrating World Embroidery Day by learning embroidery

SFI WELCOMES NEW BATCH FOR ACADEMIC YEAR 2024

31st July, 2024: As the new academic session commenced this month end, Satyam Fashion Institute is thrilled to welcome the new batch of B. Design and M. Design students to its fashion family. This year promises an exciting journey into the dynamic world of fashion, where students will have the opportunity to hone their skills, unleash their creativity, and lay a solid foundation for future success. As part of the institute's commitment to excellence in design education, the new students will engage in a comprehensive curriculum designed to refine their technical abilities and encourage innovative thinking. We wish to see our new students grow and excel as they embark on this transformative educational experience.



SFI student welcoming the new batch for the new academic session

SFI HOSTS HEART HEALTH CAMP IN COLLABORATION WITH METRO HOSPITAL

1st August, 2024: Satyam Fashion Institute (SFI) partnered with Metro Hospital to organize a heart awareness camp on August 1st. This initiative aimed to promote health and well-being among B. Design, M. Design students and faculty. The camp offered essential health screenings, including BP checkups, sugar tests, ECGs, and eye-sight examinations. Renowned medical experts, Dr. Mumukshu Arya and Dr. Isha Agarwal, provided valuable insights on heart health and shared tips for maintaining a healthy lifestyle.



SFI students screening for health checkup in a Health Awareness camp at SFI

DESIGN STUDENTS EXPLORE INDUSTRY TRENDS AT DENIM SHOW 2024

3rd August, 2024: The B. Design and M. Design students of Satyam Fashion Institute, Noida visited the Denim Show 2024, a prestigious B2B exhibition, held in the national capital that showcased the latest denim trends. This immersive experience provided students with first-hand exposure to the industry's cutting-edge innovations. The visuals captured their enthusiasm as they explored the exhibition and gained valuable insights into the world of denim.



SFI student visiting Denim Show 2024, a B2B exhibition

CELEBRATING NATIONAL HANDLOOM DAY WITH CREATIVITY

7th August, 2024: Satyam Fashion Institute marked National Handloom Day with a unique creative project. B. Design and M. Design student's up-cycled old chairs into stunning pieces of art, incorporating vibrant handloom fabrics and intricate macramé techniques. The event also featured heartfelt expressions and tributes to Indian handlooms, showcasing the students' deep appreciation for this rich heritage.



Students learning Macramé art and handloom technique

A PATRIOTIC CELEBRATION AT SFI

15th August, 2024: On India's 78th Independence Day, SFI organized a vibrant celebration on the occasion. B. Design and M. Design students showcased their patriotism through cultural performances, including traditional dances, captivating songs, and thought-provoking poetry. The event was a testament to the students' creativity and talent, as they honored the nation's rich heritage.



Satyam Fashion institute students celebrating 78th Independence Day

SFI AND IIM LUCKNOW COLLABORATE FOR SUSTAINABLE FASHION SHOW

24th August, 2024: Satyam Fashion Institute, in collaboration with IIM Lucknow, presented a groundbreaking sustainable fashion show at their campus during their annual event. Graduating designers showcased their innovative and eco-conscious collections, captivating the audience with their creativity and commitment to sustainability. The event, titled "SANRAKSHAN 2024," a two daylong seminar highlighted the importance of sustainable practices in the fashion industry with panel discussions. A fashion show was also organized by IIM team where our students promoted sustainable collections.



Students showcased their designs in "SANRAKSHAN 2024," at IIM Lucknow

CELEBRATING NATIONAL SPORTS DAY WITH A CHAMPIONSHIP

29th August, 2024: Encouraging B. Design and M. Design students for sporty activities and enhancing multi-skills are one of the leading aspects at Satyam Group of Institutions. The institute recently celebrated National Sports Day with a thrilling Speed Start Championship. Students participated in a variety of fun and engaging games, including the Lemon Race, Hula Hoop, and Ball Balance. This event promoted a healthy and active lifestyle, fostering teamwork and sportsmanship among the students.



SFI students engaged in sports activity on National Sports Day

GLOBAL TEXTILE SUSTAINABILITY SUMMIT

4 September, 2024: Satyam Fashion Institute (SFI) proudly participated in the prestigious. This landmark event aimed to establish India as a global leader in sustainable textiles and featured prominent dignitaries, including Hon'ble Minister Shri Giriraj Singh from the Ministry of Textiles. The summit brought together industry experts, policymakers, and academicians to discuss innovations, challenges, and the future of eco-friendly textile practices. Representing SFI, Principal Dr. Vandana Jaglan, Vice-Principal Dr. Neetu Malhotra, and a group of enthusiastic B. Design and M. Design students immersed themselves in thought-provoking discussions and insightful sessions. Their participation not only reinforced SFI's commitment to sustainability but also inspired students to become advocates for a greener, more responsible design industry.



Global Textile Sustainability Summit 2024, held at Hotel Taj Mansingh, New Delhi

CELEBRATING TEACHER'S DAY WITH GRATITUDE AND JOY

5 September, 2024: As goes the famous saying that Teachers are the builders of nations and with this fervor Teacher's Day 2024 at Satyam Fashion Institute was celebrated with great enthusiasm to honor the incredible role teachers play in shaping future designers. B. Design and M. Design students organized a lively event filled with heartfelt performances, including dance, singing, poetry, and interactive games. The event created a warm and celebratory atmosphere where students expressed their gratitude and respect through personalized titles

and tokens of appreciation for their mentors. Teachers were praised not only for their academic guidance but also for their unwavering support in nurturing creativity and confidence. The celebration concluded on a note of mutual admiration and joy.



Students and teachers celebrating Teacher's Day at SFI

STUDENTS EXPLORE INDIAN CRAFTSMANSHIP DURING EDUCATIONAL VISIT TO DILLI HAAT

8 September 2024: Students of B. Design and M. Design programs of Satyam Fashion Institute visited Dilli Haat, a vibrant cultural hub showcasing India's traditional arts and crafts. This educational excursion allowed students to explore the intricate techniques of surface design, traditional motifs, and textile craftsmanship. Interacting directly with artisans, students gained deeper insights into indigenous art forms and techniques that reflect India's rich cultural heritage. Guided by faculty members, they also learned how to incorporate these elements into their future collections. The visit served as a creative bridge, connecting theoretical knowledge with practical exposure, inspiring students to celebrate and preserve Indian craftsmanship in their designs.



SFI students meeting a craftsman at Noida Haat

ENHANCING WELL-BEING THROUGH YOGA EDUCATION SESSION

9 September, 2024: With a vision to promote physical and mental well-being, Satyam Fashion Institute organized a special yoga session for its aspiring designers (B. Design and M. Design). The session highlighted yoga's role in fostering balance, focus, and

resilience—key attributes for thriving in the dynamic fashion industry. Students actively participated, learning how mindfulness and physical strength can contribute to their overall growth and success. This initiative reflected SFI's holistic approach to education, emphasizing the importance of health and well-being alongside academic and creative pursuits.



Students of SFI attending yoga session

HINDI DIWAS, A CELEBRATION OF INDIA'S LINGUISTIC HERITAGE

13 September, 2024: Satyam Fashion Institute celebrated Hindi Diwas with a series of activities and competitions that underscored the significance of the Hindi language in Indian culture and identity. Organized in collaboration with BECIL, the event welcomed distinguished guests, including Mr. R.B. Jagtap (General Manager), Mr. Harmohan Sharma (Assistant General Manager), and others. B. Design and M. Design students showcased their enthusiasm through debates, poetry, and creative writing, emphasizing the cultural richness and relevance of Hindi in modern times. The celebration concluded with an engaging discussion on preserving and promoting Hindi as an essential element of national pride. The winners of the event were felicitated by Dr. Vandana Jaglan, Principal, SFI, and Dr. Neetu Malhotra, Vice-Principal, SFI.



Hindi Diwas was celebrated at SFI with BECIL, student narrated their own creation of Kavita

INTERNATIONAL CONFERENCE ON APPAREL AND HOME TEXTILES

15th September, 2024: The 19th International Conference on Apparel & Home Textiles

(ICAHT 2024) was attended by Satyam Fashion Institute Principal Dr. Vandana Jaglan, Vice-Principal Dr. Neetu Malhotra, and faculty members attended in Gurugram. The conference, themed “*Threads of Transformation: Strategic Insights for Global Apparel Leadership*,” served as a knowledge-sharing platform for academicians, researchers, and industry professionals. The event featured keynote speeches, panel discussions, and presentations on cutting-edge advancements in apparel manufacturing and design. SFI’s delegation returned with fresh ideas and inspirations, further strengthening the institute’s position at the forefront of design education.



19th International Conference on Apparel & Home Textiles (ICAHT 2024)

ORIENTATION PROGRAM FOR BATCH 2024

18 September 2024: Welcoming the new batch of B. Design and M. Design (2024), Satyam Fashion Institute organized a grand orientation program, *Urja: Ek Naya Safar*. The event commenced with a motivational speech by Mr. Manish Tripathi, a trailblazer in the fashion industry, celebrated for his exceptional contributions, including designing the Ram Lala Vastra for Ayodhya’s Ram Mandir. His journey inspired students to dream big and pursue excellence in their craft. The orientation also featured vibrant performances by seniors, fostering camaraderie and enthusiasm among the new students. The Principal Dr. Vandana Jaglan, and Vice-Principal, Dr. Neetu Malhotra greeted the new batch and inspired them with their welcome speech. The program set a positive tone, marking the beginning of an exciting journey for the incoming batch.



Orientation program, Urja: Ek Naya Safar 2024

MISS SFI 2024: UNVEILING NEW TALENTS

18 September, 2024:

As part of the orientation festivities, SFI hosted the *Miss SFI 2024* contest to uncover and celebrate the hidden talents of the new batch B. Design and M. Design. The event was graced by Guest of Honor Ms. Monica Ahuja, who presented awards and certificates to participants, recognizing their creativity, confidence, and dedication. This event not only celebrated the students' achievements but also encouraged them to embrace challenges and opportunities in the fashion industry with vigor and determination.



Winners of Miss SFI, dignities & Guest of Honor

CRICKET WORKSHOP AND MATCH

20 September, 2024: Satyam Fashion Institute organized an engaging cricket workshop and match in collaboration with CAPS Academy. The workshop, led by expert coach Manan Thakral, enhanced students' team spirit, leadership, and strategic thinking. The thrilling match saw remarkable performances, showcasing the B. Design and M. Design students' sportsmanship and enthusiasm. The victorious team celebrated their success, while all participants took away valuable lessons in teamwork and perseverance.



SFI students playing cricket and winning team is collecting trophy

ART MEETS AWARENESS: POSTER AND SLOGAN COMPETITION

21 September, 2024: As part of the *Sanskaar Swachhta Swabhav* cleanliness campaign, Satyam Fashion Institute in collaboration with BECIL, held a poster-making and slogan-writing competition. B. Design and M. Design students from all semesters creatively expressed the importance of cleanliness and hygiene, highlighting its relevance in personal

and community life. The event fostered awareness and responsibility, using creativity as a tool for social impact.



BECIL employees making poster in Sanskaar Swachhta Swabhav cleanliness campaign

FUTURE TRENDS DECODED: FASHION FORECASTING WORKSHOP

24 September, 2024: Satyam Fashion Institute partnered with Fashion Snoops, a global trend forecasting agency, to host an exclusive workshop on decoding future trends. B. Design and M. Design students of semesters 5, 7 and 3 gained in-depth knowledge about global fashion forecasting processes and the importance of staying ahead in the ever-evolving fashion landscape. The industry experts and Fashion Snoops representatives shared valuable insights, offering students a competitive edge and preparing them to make informed design decisions for future collections.



SFI students attending workshop

UP International Trade Show

27th September 2024: Satyam Fashion Institute (SFI), Noida, proudly participated in the UP International Trade Show 2024, held on 27th September at the India Expo Centre & Mart, Greater Noida. The institute made a significant impression by presenting an exclusive collection that skillfully integrated traditional craftsmanship with contemporary design sensibilities. Curated and executed by students and faculty, the showcase emphasized sustainable fashion, indigenous techniques, and modern silhouettes—demonstrating SFI's ongoing commitment to responsible, innovative, and industry-aligned design education. This esteemed platform offered invaluable experiential learning, allowing students to engage with industry professionals, gain real-world exposure, and enhance their professional readiness. It served as an effective extension of classroom learning, bridging the gap between academic theory and practical application. SFI's participation was met with acclaim, reinforcing its reputation as a premier institution in the field of fashion and design. The event marked a meaningful milestone in the institute's continued pursuit of academic excellence, creative leadership, and alignment with evolving global fashion trends.



Satyam Fashion Institute proudly showcases innovative and sustainable designs at the UP International Trade Show 2024

SATYAM FASHION INSTITUTE RECEIVED AWARD AT SNDT UNIVERSITY FOR CHETNA PROGRAM

3rd October, 2024: We are proud to announce that Satyam Fashion Institute has been honored with the Best Add-On Credit Course award under the CHETNA programs at the

university level. This prestigious recognition was received by Dr. Neetu Malhotra, our esteemed Vice Principal and CHETNA Coordinator, from honorable Vice Chancellor Prof. Ujwala Chakradeo. This achievement underscores our commitment to delivering innovative and impactful learning experiences, empowering B. Design and M. Design students with industry-relevant skills and holistic education.



SFI Vice Principal Dr. Neetu Malhotra receiving Best Add-On Credit Course award at SNDT University

A CELEBRATION OF CREATIVITY AND SUSTAINABILITY

5th October, 2024: Diwali Exhibition 2024 of Satyam Fashion Institute was a vibrant showcase of our B. Design and M. Design students' exceptional creativity and talent. The event was formally inaugurated by esteemed Chairperson Dr. Sneh Singh, along with Principal, Dr. Vandana Jaglan, and Vice-Principal, Dr. Neetu Malhotra. The exhibition was graced by parents, esteemed guests, and teams from SJMC and SCE, who appreciated the innovative designs and enthusiastically purchased our students' handmade, eco-friendly products. We extend our heartfelt thanks to Dr. Bineeta Agarwal, Principal, SCE; Dr. M. Alam, Dean, SSJMC; and Ms. Priyanka Sarkar, HOD, SSJMC, for honoring the occasion with their presence and encouraging our students. The exhibition highlighted stunning creations crafted using recycling and sustainable techniques, giving students a fantastic platform to display their craftsmanship.





Diwali Exhibition 2024 of Satyam Fashion Institute

GARBA DAY: A VIBRANT CELEBRATION OF CULTURE AND TOGETHERNESS

10th October, 2024: Satyam Fashion Institute celebrated *Garba Day*, a lively and colorful event symbolizing the spirit of Navratri and honoring the strength and grace of Goddess Durga. B. Design and M. Design students and faculty enthusiastically participated in the traditional Garba dance, a vibrant folk dance originating from Gujarat. Dressed in colorful attire representing the diversity of Indian culture, participants from all the departments added to the festive cheer with their energy and enthusiasm. This celebration highlighted the essence of togetherness, artistic expression, and cultural appreciation through dance and music. The day was a beautiful reflection of the institute's commitment to embracing its cultural roots and fostering unity.



Celebration of Garba Day at Satyam Fashion Institute

19TH FICCI HIGHER EDUCATION SUMMIT 2024

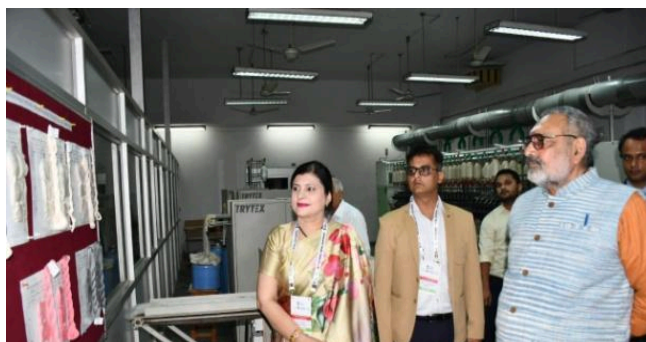
18th October, 2024: The team members, B. Design and M. Design students of Satyam Fashion Institute attended the 19th FICCI Higher Education Summit in New Delhi in the month of October. This year's summit, themed "Changing Paradigms of Higher Education in the Global Landscape," explored strategies to create a future-ready education system that empowers young minds and fosters meaningful global change. Our esteemed Principal Dr. Vandana Jaglan, and Vice Principal Dr. Neetu Malhotra joined the students during this occasion. The event provided valuable insights and opportunities for learning, aligning with the institute's vision of nurturing innovation and excellence in higher education.



SFI dignities and students attending 19th FICCI Higher Education Summit in New Delhi

62ND JOINT TECHNOLOGICAL CONFERENCE

27th October, 2024: Our Vice Principal, Dr. Neetu Malhotra, along with esteemed faculty members Dr. Preeti Singh and Ms. Nidhi Yadav, attended two-day event ‘62nd Joint Technological Conference’ hosted at the NITRA campus in Ghaziabad. This conference, with Chief Guest Shri Giriraj Singh, Hon’ble Union Minister of Textiles, and Guests of Honour Sh. Rakesh Sachan, Hon’ble Cabinet Minister, MSME, and Sh. Pabitra Margherita, Hon’ble Minister of State for Textile and External Affairs, brought together thought leaders in the industry. Throughout the conference, SFI design students explored cutting-edge advancements in Spinning, Weaving, Chemical Processing, Apparel Manufacturing, Home Textiles, and Technical Textiles. It was a proud moment for Satyam Fashion Institute as we continue to lead in research activities.



SFI Vice Principal, Dr. Neetu Malhotra , along with Dr. Preeti Singh and Ms. Nidhi Yadav at ‘62nd Joint Technological Conference”, NITRA campus, Ghaziabad

MARKET SURVEY ON LEADING HOME FURNISHING BRANDS

10th November, 2024: B. Design and M. Design students at Satyam Fashion Institute are gaining valuable industry insights through an in-depth market survey on top home furnishing brands as part of their Design Process Assignment. The design students of Post Graduate Diploma in Fashion Design students visited the malls of NCR like, the Mall of India, Noida for an in-depth research and survey. This research involved analyzing current trends, consumer preferences, and brand strategies to develop innovative, sustainable, and functional design solutions. By bridging theoretical knowledge with practical application, our students are honing their analytical and creative skills, preparing to make a meaningful impact in the world of design.



SFI students on Market Survey

LEADERSHIP EXCELLENCE: JURY MEMBERS AT SOFT PUNE

22nd November, 2024: Our esteemed Principal, Dr. Vandana Jaglan, and Vice-Principal, Dr. Neetu Malhotra, had the honor of serving as external jury members at SOFT Pune. Their visit was marked by insightful discussions with industry dignitaries, fostering knowledge exchange, and inspiring the next generation of fashion professionals. We take pride in our leaders' continued contributions to the design industry, reinforcing our institution's commitment to excellence and innovation.



SFI dignities at SOFT Pune

MEDITATION WORKSHOP TO PROMOTE MINDFULNESS AND WELL-BEING

22nd November, 2024: Satyam Fashion Institute Noida hosted a transformative Meditation Workshop with esteemed Heartfulness Trainer, Ms. Meenu Gupta. B. Design and M. Design students discovered the power of mindfulness and inner peace. Students learnt Breathing techniques for stress relief along with Mindful meditation for clarity and focus. Special thanks to resource expert Ms. Meenu Gupta for sharing her expertise and guiding us on this inner journey.



Subject: Design Process and Analysis
Name : Nitika Chaudhary
Course: M.Design, Semester I



Meditation Workshop at SFI

SFI HOSTS GREEN HEARTFULNESS RUN 2024, PROMOTING WELLNESS AND SUSTAINABILITY

23rd November, 2024: Satyam Fashion Institute Noida proudly collaborated with Heartfulness Institute and presented the Green Heartfulness Run 2024, as title sponsor. The run was ceremoniously flagged off by our esteemed Chairperson, Dr. Sneha Singh, and Secretary, CA Dr. Pradeep Gupta, at the Habitat Center, Indirapuram. Their inspiring presence and words of encouragement set the tone for an event filled with energy and

enthusiasm. The participants, including runners and pacers, showcased exceptional dedication and spirit as they embraced the challenge of the run. The scenic route and invigorating atmosphere made for a truly memorable experience, reflecting the institute's commitment to promoting sustainability and holistic wellness. We are deeply grateful to all the participants, organizers, and volunteers whose efforts ensured the event's success.



Satyam Fashion Institute Noida collaborated with Heartfulness Institute and presented the Green Heartfulness Run 2024

CELEBRATING STUDENT'S SUCCESS AT THE HEARTFULNESS RUN 2024

25th November, 2024: Satyam Fashion Institute proudly celebrated the achievements of its B. Design and M. Design students at the Medal Distribution Ceremony for the Heartfulness Run 2024. The event recognized their enthusiastic participation and outstanding performances, reflecting their dedication to wellness and community engagement. Our esteemed Principal, Dr. Vandana Jaglan, and Vice Principal, Dr. Neetu Malhotra felicitated the students for their commendable efforts, inspiring everyone to prioritize health and an active lifestyle. We take great pride in our students for exemplifying the spirit of wellness and demonstrating outstanding teamwork and perseverance. Congratulations to all participants on their commendable efforts and dedication.



SFI dignities felicitated the students

External Jury for Lifestyle Accessory Design Department Exhibition

25th November, 2024: Satyam Fashion Institute experienced a proud and enriching moment as we welcomed Dr. Nidhi Gupta, Assistant Professor, Department of Home Science, Lakshmibai College, University of Delhi, as the esteemed External Jury member for the Lifestyle Accessories department. Dr. Gupta's expert evaluation and insightful feedback

provided invaluable learning opportunities for our students, enhancing their understanding and skills in the field. She was felicitated with gratitude by our Principal, Dr. Vandana Jaglan, and Vice Principal, Dr. Neetu Malhotra, in recognition of her contribution to elevating the academic excellence of our institute.



SFI dignities welcomed Dr. Nidhi Gupta Assistant Professor, Department of Home Science, Lakshmibai College, University of Delhi

CLAY POTTERY WORKSHOP: NURTURING CREATIVITY AND ARTISTIC SKILLS

4th December, 2024: Satyam Fashion Institute hosted a Clay Pottery Workshop for semester one B. Design and M, Design students, providing them with a unique opportunity to explore the timeless art of pottery. Led by a veteran artisan potter, the workshop was an enriching experience that combined tradition with hands-on creativity. Students immersed themselves in the process of shaping clay, learning techniques to create stunning pottery pieces. The session not only enhanced their artistic skills but also encouraged them to appreciate the craftsmanship and patience involved in this ancient art form. The workshop aligns with our commitment to fostering creativity and practical design skills among our students, equipping them with diverse tools for their creative journey.





SFI students attending Clay Pottery Workshop

SATYAM FASHION INSTITUTE MARKED PRESENCE AT GLOBAL ECONOMIC POLICY FORUM 2024

11th December, 2024: The Satyam Fashion Institute team and students proudly attended the Global Economic Policy Forum 2024 in New Delhi on December 11-12. This prestigious event that was organized by the Confederation of Indian Industry and the Ministry of Finance, featured discussions on crucial topics like economic growth, sustainability, and technology respectively. Engaging with global leaders and experts provided invaluable insights into shaping future policies to the design students of SFI.



SFI dignities and faculty members attended the Global Economic Policy Forum 2024 in New Delhi

HONORED VISIT BY PROF. MEDHA TAPIWALA AT SATYAM FASHION INSTITUTE

12th December, 2024: Satyam Fashion Institute had the privilege of hosting Prof. Medha Tapiwala, Dean, Faculty of Humanities & Academic Section (Addl. Charge), SNDT Women's University, at our campus. Dr. Tapiwala's visit was an inspiring moment for our B. Design and M. Design students and faculty alike. Her insights into academic excellence and her vision for the holistic development of students resonated deeply with our mission. The interaction highlighted innovative approaches to education, emphasizing creativity, critical

thinking, and collaboration. We are grateful for her valuable time and encouragement, which motivates us to continue striving for excellence in every endeavor.



SFI welcoming Prof. Medha Tapiwala, Dean, Faculty of Humanities & Academic Section (Addl. Charge), SNTD Women's University

DESIGN STUDENT SHINES AT INTERNATIONAL CONFERENCE

16th December, 2024: Satyam Fashion Institute celebrated a proud moment as Hani Sharma, a talented design student from the Master's program, presented her insightful review paper at the prestigious International Conference INCFAT24 hosted by Amity University, Noida. Hani's paper, titled "Exploring Circular Economy Practices in Ajrakh Printing: Balancing Tradition with Sustainability," delves into innovative approaches to integrate sustainability into traditional Ajrakh printing practices. Her research highlights the importance of preserving cultural heritage while adopting environmentally conscious methodologies. This achievement underscores the institute's commitment to fostering research, creativity, and academic excellence among its students. We wish our student for her commendable contribution to the discourse on sustainability in fashion and design.



Student from the Master's program, presenting her insightful review paper at the prestigious International Conference INCFAT24 at Amity University, Noida

VISIT TO GARMENT SHOW OF INDIA

19th December, 2024: Satyam Fashion Institute takes unique initiatives to upskill B. Design and M. Design students and connects them with the industrial updates. The 9th Edition of the Garment Show of India, which was recently organized at the India Expo Mart, Greater Noida was a unique platform that offered lots of opportunities. The event witnessed participation from top, medium, and small brands, manufacturers, online retailers, wholesalers, and distributors who source all types of garments for retail stores and e-commerce channels across India. Our design students were familiarized with a wide range of apparel, fashion accessories, fabrics, and trims, like activewear, innerwear, ethnic wear, kids wear, western wear, and many other products at the show.

SFI students attending 9th Edition of the Garment Show of India, Expo Mart, Greater



Noida

SATYAM FASHION INSTITUTE EXCELS AT THE GRAND CARNIVAL 2024 FASHION SHOW

21st December, 2024: Satyam Fashion Institute participated in the Fashion Show at the Grand Carnival 2024, hosted by Parevartan School in Ghaziabad. This exciting event showcased the creativity and innovation of our talented B. Design and M. Design department students as they unveiled their unique collections on the runway. The event also embraced the "earn while you learn" initiative, allowing students to sell their handcrafted products, gaining valuable entrepreneurial experience. Adding to the celebration, the Vice Principal of Satyam Fashion Institute, Dr. Neetu Malhotra, was honored with a felicitation by Ms. Sangeeta Sharma, Principal of Parevartan School, in recognition of her gracious role as Guest of Honor & Jury member for the program. This collaboration highlighted the dedication, artistry, and entrepreneurial spirit of our students while strengthening ties with the community through creativity and craftsmanship.



A stall by SFI at the Grand Carnival 2024

SFI VICE-PRINCIPAL HONORED AS A JURY MEMBER AT PAREVARTAN SCHOOL

22nd December, 2024: Satyam Fashion Institute Vice Principal Dr. Neetu Malhotra, was invited as a distinguished jury member at the Parevartan School Carnival 2024. Her expertise in design and academic leadership played a pivotal role in evaluating and appreciating the creative talents showcased at the event. The fashion show was organized by Parevartan school where parents had shown the different attires of India with their kids. SFI students also presented their collections during the annual day celebration of Parevartan school.



SFI Designers participated in a fashion show at the Grand Carnival 2024

CREATIVE BRILLIANCE AT THE FEVICRYL WORKSHOP

7th January, 2025: B. Design and M. Design students at Satyam Fashion Institute, Noida, participated in an insightful Fevicryl Workshop where they had an enriching experience and learning. Under expert guidance, they explored innovative painting techniques and the vibrant art of Lippon. From intricate patterns to bold motifs, their creativity knew no bounds. At SFI, our design students get these wonderful opportunities where the institution does industry collaboration those results in fueling our students' imagination and creativity.



SFI students attending Fevicryl Workshop at Satyam Fashion Institute, Noida

TRANSFORMING WASTE INTO ART

7th January, 2025: At Satyam Fashion Institute, we believe in empowering the marginalized sections by doing time to time NGO collaboration. B. Design and M. Design students learnt the art of embracing sustainability by up-cycling waste materials like newspapers and turning them into draping and unique products and block printing. Through a fun-filled live session, they explored painting techniques, transforming discarded materials into masterpieces. Witnessing their creativity turn waste into art is truly inspiring.



SFI students learning to up-cycle newspaper into dresses

SFI HOSTS CULTURAL SHOWCASE IN COLLABORATION WITH FM RADIO

9th January, 2025: Our talented design students had the opportunity to showcase their creativity and hidden talents at a vibrant, fun-filled event held on campus this month in collaboration with FM Radio. The event was a celebration of artistic expression, where B. Design and M. Design students captivated the audience with their dynamic performances, ranging from soulful singing to energetic dance routines, making the occasion truly spectacular. Adding to the grandeur of the event, our esteemed Principal, Dr. Vandana Jaglan, and Vice Principal, Dr. Neetu Malhotra, extended a heartfelt welcome to our distinguished

guests. They expressed their sincere appreciation to FM Radio for their invaluable partnership and contribution, which played a crucial role in making the event a resounding success.



SFI dignitaries felicitating the guest of FM Radio at Satyam Fashion Institute, Noida

POWER SUIT DRESSING – A CORPORATE FASHION SHOWCASE

10th January, 2025: Our talented B. Design Fashion Communication students under their semester projects worked on an exquisite assignment that involved styling and shooting corporate-inspired looks, bringing professionalism and sophistication to life. Their keen eye for detail resulted in a stunning style shoot, reflecting modern corporate fashion.



Fashion Communication students styling and shooting for their project

SPREADING WARMTH & JOY WITH DONATION DRIVE

11th January, 2025: The Extension Cell of Satyam Fashion Institute recently organized a donation drive to support the underprivileged sector during the harsh winter season. It was a great sense of gratification and at SFI, as a pioneer design institution, we are delighted to distribute warm clothing to the marginalized and economically challenged communities and

witness the joy and gratitude on their faces. Every small act counts and we are proud to have made a difference with this mega donation drive.



SFI Principal and Vice- Principal distributing warm clothes to underprivileged people

SWACHHTA ABHIYAN CAMPAIGN 4.0 – A STEP TOWARDS CLEANLINESS

12th January, 2025: Satyam Fashion Institute proudly collaborated with BECIL for the Swachhta Abhiyan Campaign under the theme "Swabhav Swachhta Sanskaar Swachhta." The design students of SFI actively volunteered to spread awareness about cleanliness and hygiene. The event had various other activities like Poster Making and our students won cash prizes in competitions organized by BECIL team members.



SFI students receiving awards and cash prizes

LOHRI CELEBRATIONS – A FESTIVAL OF WARMTH & TOGETHERNESS

13th January, 2025: The campus of Satyam Fashion Institute came alive with festive cheer as we celebrated Lohri with traditional bonfires, vibrant folk songs, and energetic Bhangra performances by our design students. The aroma of til-gur and sesame sweets filled the air,

adding a sweet touch to the celebrations. It was a day of togetherness, joy, and cultural vibrancy, making the occasion truly unforgettable.



SFI dignities and students celebrating Lohri at Satyam Fashion Institute, Noida

SFI STUDENTS MEET DIGITAL FASHION ICON NANCY TYAGI DURING MARKET SURVEY VISIT

15th January, 2025: Our students had the incredible opportunity to meet and interact with renowned digital content creator Ms. Nancy Tyagi. The design students went on a market survey visit to the old Delhi markets, where they got a wonderful opportunity to meet and greet Nancy Tyagi. She shared her experiences, insights, and expertise in the digital world, leaving our students inspired. This meet and greet was an enriching experience for the semester 8 design students from all the departments.



Students share an inspiring moment with influencer Nancy Tyagi in Old Delhi markets

UDYAMOTSAV 2025 – CELEBRATING INNOVATION & ENTREPRENEURSHIP

16th January, 2025: The IQAC Cell of Satyam Fashion Institute proudly participated in AICTE & Ministry of Education Innovation Cell's Udyamotsav 2025 celebrations. Our Principal, Dr. Vandana Jaglan, and Vice Principal, Dr. Neetu Malhotra, attended the online session alongside the IIC team. The event, graced by AICTE Chairman Prof. T. G. Sitharam, highlighted India's vibrant entrepreneurial spirit and launched various initiatives to promote innovation and startups.



Dr. Vandana Jaglan, and Dr. Neetu Malhotra, attending the online session of Udyamotsav 2025

EMPOWERING WOMEN THROUGH SPORTS

17th January, 2025: Satyam Fashion Institute hosted an exhilarating Women's Carrom Competition, bringing together enthusiastic B. Design and M. Design players for a spirited display of skill, strategy, and sportsmanship. The event provided a fantastic platform for students to engage in friendly competition, showcase their talents, and foster camaraderie beyond the classroom. With each match, participants demonstrated remarkable precision, quick thinking, and competitive spirit, making the tournament a thrilling experience for both players and spectators. The intense yet friendly battles kept the energy high, as students cheered for their peers and celebrated the essence of sportsmanship.



Students playing carrom in Women's Carrom Competition at SFI

SFI VICE-PRINCIPAL AS A JUDGE AT IIM FASHION SHOW

18th January, 2025: Satyam Fashion Institute proudly celebrated the incredible talent of our students as they unveiled their stunning garment collections at "Walk of Fame" on January 18, 2025, hosted by IIM Lucknow, Noida campus. With styling and makeup collaboration

with our design students, we showcased breathtaking creations inspired by diverse themes, leaving a lasting impression on the runway. From avant-garde silhouettes to sustainable fashion statements, each collection reflected the students' innovation, craftsmanship, and artistic vision. The event provided them with a prestigious platform to connect with industry experts, gain real-world exposure, and experience the excitement of a professional fashion show. Dr. Neetu Malhotra, Vice-Principal of SFI judged the fashion show winners. The IIM Professors felicitated Dr. Neetu Malhotra as a Guest of Honor for the event.



Dr. Neetu Malhotra honored as Guest of Honor while SFI students showcase their innovative collections at IIM Lucknow's "Walk of Fame"

CRAFTING THE FUTURE OF DESIGN

21st January, 2025: The B. Design and M. Design students at Satyam Fashion Institute immersed themselves in the art of gas welding and mold construction, gaining invaluable hands-on experience. Guided by industry experts, they explored innovative techniques with enthusiasm, honing their skills in design craftsmanship. This enriching experience was a perfect blend of learning and creativity, shaping the designers of tomorrow.



SFI students learning the art of gas welding and mold construction

INDUSTRY SESSION WITH SAVI EXPORTS PVT. LTD. AT SFI

24th January, 2025: Savi Exports Pvt. Ltd., one of the pioneering export houses of Noida has been instrumental in mentoring B. Design and M. Design students of Satyam Fashion Institute, offering hands-on exposure to the intricacies of design, production, and market dynamics. They conducted a session on briefing students with the latest trends and technologies, which gave our students a unique opportunity to blend creative learning with industry expertise. With decades of experience in leather fashion, this partnership empowered design students to master both the artistry and business of the industry, preparing them for a successful future. Through regular workshops, interactive sessions, and practical training, students have been able to gain deep insights into material selection, craftsmanship, trend forecasting, and sustainable practices in leather designing.



SFI students attending session at Savi Exports Pvt. Ltd

CELEBRATING THE SPIRIT OF OUR NATION

26th January, 2025: Satyam Fashion Institute came together to honor the pride and spirit of our nation as the institute celebrated the 76th Republic Day in the campus. The flag hoisting ceremony was a profound moment of reflection, reminding us of the values that define our Republic—freedom, equality, and justice. The day was a reminder to stand united, to reaffirm the commitment to these principles and celebrate the essence of independence. The event concluded with sweet distribution to students and the team members.



Celebrating the 76th Republic Day at Satyam Fashion Institute

CYBER SAFETY AWARENESS – SFI HOSTS CYBER JAGROOK ABHIYAN

27th January, 2025: In an effort to combat the growing threats of cybercrime and promote digital safety, Satyam Fashion Institute recently hosted an insightful session under the Cyber Jagrook Abhiyan initiative. The session aimed to educate B. Design and M. Design students about the alarming rise in cyber threats and equip them with essential knowledge to navigate the digital world securely. The event featured an interactive session with representatives from the UP Police, Noida Sector 58, who provided expert insights into the latest cybercrime trends, preventive measures, and legal recourse available to victims. Students actively participated, engaging in discussions on topics such as online fraud, phishing scams, social media security, identity theft, and responsible internet usage. The session proved to be a truly enlightening experience, reinforcing the importance of vigilance, responsibility, and informed decision-making in today's digital age. SFI remains committed to empowering students with the knowledge and skills needed to stay safe online and contribute to a more secure digital environment.



SFI chairperson Dr. Sneh Singh felicitating the representatives from the UP Police

SATYAM FASHION INSTITUTE CELEBRATES BASANT PANCHAMI WITH DEVOTION

3rd February, 2025: The team members, B. Design and M. Design students of Satyam Fashion Institute, Noida joyfully celebrated Basant Panchami, a festival dedicated to Goddess Saraswati, the embodiment of knowledge, wisdom, and the arts. The day began with a heartfelt puja of Maa Saraswati, where participants offered prayers and sought her blessings for enlightenment and creativity. The atmosphere was filled with reverence as everyone gathered to honor the divine presence of the Goddess. Prasad was distributed among all attendees, symbolizing the sharing of blessings and the spirit of community. The vibrant yellow attire worn by students and staff reflected the essence of spring, as yellow is traditionally associated with this auspicious festival. Through this celebration, Satyam Fashion Institute reaffirmed its commitment to nurturing knowledge and creativity among its students, guided by the divine light of Goddess Saraswati.



Celebration of Basant Panchami at Satyam Fashion Institute

Inauguration New Library to Foster Learning and Growth

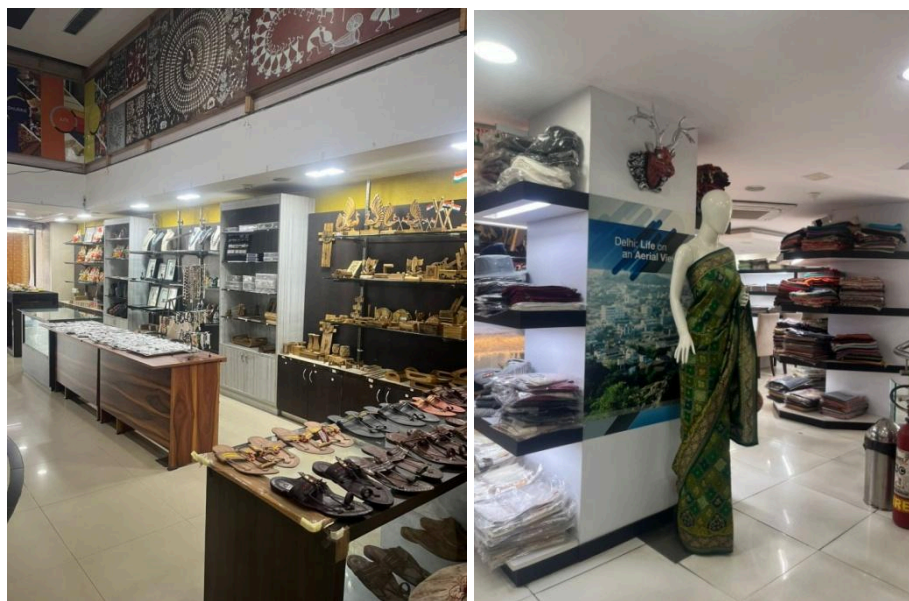
3rd February, 2025: With great pleasure and pride we at Satyam Fashion Institute recently inaugurated our new library at Satyam Fashion Institute. The ribbon-cutting ceremony was graced by our esteemed Chairperson, Dr. Sneh Singh, along with Dr. Vandana Jaglan, Principal, and Dr. Neetu Malhotra, Vice-Principal. The Library Cell team has worked tirelessly to create a modern and welcoming space for our students to learn, grow, and explore. Dr. Sneh Singh appreciated the new setup and extended her best wishes to the team and student members of the Library Cell. We're proud to provide our students with the best resources and facilities to succeed.



Dr. Sneh Singh, along with Dr. Vandana Jaglan and Dr. Neetu Malhotra cutting ribbon at the inauguration of new library of Satyam Fashion Institute

EXPLORING CRAFT & TEXTILE EMPORIUMS FOR HANDS-ON LEARNING

8th February, 2025: B. Design and M. Design students of Satyam Fashion Institute, Noida, recently embarked on an insightful visit to the Craft and Textile Emporiums, immersing themselves in the rich heritage of Indian fabrics and traditional craftsmanship. During the visit, students explored a diverse range of textiles, surface design techniques, and intricate handcrafted works, gaining first-hand knowledge of indigenous weaving, embroidery, and dyeing methods. This experiential learning opportunity allowed them to understand the intricate detailing behind traditional Indian crafts and draw inspiration for their future design projects. Such industry interactions form a crucial part of the curriculum, ensuring that students are well-prepared for the dynamic world of fashion and design.



SFI students visited Craft and Textile Emporiums

APPRECIATION CERTIFICATE FOR DR. NEETU MALHOTRA & PLACEMENT CELL AT AICTE X APNA'S CAMPUSINC

13th February, 2025: Satyam Fashion Institute proudly participated in AICTE x Apna's CampusInc 2025, a premier platform bringing together college Training & Placement Officers (TPOs), industry leaders, and policymakers to address workforce challenges, enhance skill development, and create impactful career opportunities for graduates. As a testament to its commitment to student success, the institute was honored with certificates of recognition for its outstanding efforts in fostering career readiness through the AICTE x Apna Career Portal. This achievement underscores the institute's dedication to bridging the gap between academia and industry, ensuring students are well-prepared for the evolving job market. The event, held under the visionary leadership of Dr. T.G. Sitharam, Chairman, AICTE, served as a collaborative space for thought leaders to drive meaningful change in higher education and employment. Satyam Fashion Institute remains steadfast in its mission to equip the next generation with the skills and opportunities needed to excel in their careers. Certificates of achievement were presented to SFI Placement Cell and Dr. Neetu Malhotra.



Dr. Neetu Malhotra receiving certificate at AICTE x Apna's CampusInc 2025

SATYAM FASHION INSTITUTE STUDENTS EXPLORE INNOVATION AT GLOBAL TEXTILE EXPO – BHARAT TEX 2025

14th February, 2025: B. Design and M. Design students from Satyam Fashion Institute had the exceptional opportunity to attend the Global Textile Expo at Bharat Tex 2025, a premier event showcasing the latest innovations in the textile and fashion industry. The expo provided an immersive experience, allowing students to explore cutting-edge fabric technologies, sustainable textile solutions, and emerging fashion trends. They engaged with industry pioneers, textile innovators, and global experts, gaining valuable insights into the future of the fashion industry. Bharat Tex 2025 served as a dynamic platform for students to network, exchange ideas, and broaden their understanding of the evolving textile landscape, reinforcing the institute's commitment to experiential learning and industry-driven education.



SFI students attending the Global Textile Expo at Bharat Tex 2025

SFI HOSTS LIVE BROADCAST OF SNTD WOMEN'S UNIVERSITY 74TH CONVOCATION CEREMONY

17th February 2025: Team of Satyam Fashion Institute, Noida, proudly hosted the live broadcast of the 74th Convocation Ceremony of SNTD Women's University, Mumbai, celebrating the academic achievements of graduating students. The prestigious event was presided over by Maharashtra Governor and Chancellor of State Universities, C.P. Radhakrishnan, in the presence of Honorable Vice-Chancellor Prof. Dr. Ujwala Chakradeo, Pro-Vice-Chancellor Prof. Dr. Ruby Ojha, along with Deans, HoDs, Principals, faculty members, and students. At Satyam Fashion Institute, the broadcast was attended by Vice Principal Dr. Neetu Malhotra, along with department heads, faculty members, staff, and students, who came together to motivate and applaud the graduating batch. The event served as a moment of pride, reinforcing the institute's commitment to academic excellence and student success.



Faculty and staff of SFI gather to celebrate the achievements of SNTD University's graduating class during the live convocation broadcast

SATYAM FASHION INSTITUTE HONORED WITH NATIONAL ENVIRONMENT & SUSTAINABILITY AWARD 2025

20th February 2025 – We are proud to announce that Satyam Fashion Institute has been awarded the prestigious National Environment & Sustainability Award 2025 for our outstanding contributions to environmental conservation and sustainable practices. The esteemed ceremony, held at the Guest House of University of Delhi, recognized individuals and institutions dedicated to building a greener and more sustainable future. Representing SFI, Dr. Neetu Malhotra, Vice Principal, graciously accepted the award. At Satyam Fashion Institute, sustainability is at the core of our philosophy. We are committed to integrating responsible practices into fashion education, empowering future leaders to drive meaningful change in the industry.



Dr. Neetu Malhotra receives National Sustainability Award on behalf of SFI.

SFI VICE-PRINCIPAL HONORED AT NATIONAL ENVIRONMENT & SUSTAINABILITY AWARD 2025

20th February 2025: It gives us immense pleasure to share that Dr. Neetu Malhotra, Vice Principal of Satyam Fashion Institute, has been recognized at the prestigious National Environment & Sustainability Awards 2025 for her outstanding contributions to environmental conservation and sustainable practices. The award ceremony, held at the University of Delhi Guest House, honored individuals and organizations making a significant impact in advancing sustainability and fostering a greener future. This recognition is a testament to her dedication to integrating sustainable principles into fashion education and inspiring the next generation of responsible designers. We extend our heartfelt congratulations to Dr. Neetu Malhotra on this well-deserved achievement.



Dr. Neetu Malhotra honored for excellence in sustainability at National Awards 2025

SATYAM FASHION INSTITUTE SHINES AT SARAS AAJEEVIKA MELA 2025

21st February 2025: Satyam Fashion Institute proudly showcased the creative excellence of its : B. Design and M. Design students at the recently concluded *Saras Aajeevika Mela 2025* at Noida Haat. With a captivating folk-themed performance inspired by the rich traditions of Rajasthan and Punjab, our students brought the cultural vibrancy of these states to life. Dancing to the rhythmic beats of folk music, they mesmerized the audience with their energy, grace, and enthusiasm. Beyond the performances, the event also provided a valuable learning opportunity. Students explored the intricate craftsmanship of artisans, engaging in insightful interactions to understand their techniques and artistry. This hands-on experience deepened their appreciation for traditional craftsmanship and its significance in contemporary design. Satyam Fashion Institute remains committed to blending academic learning with real-world exposure, fostering creativity, and nurturing the next generation of design professionals.



SFI students receiving award at Saras Aajeevika Mela 2025 for folk-themed dance performance

SFI TO HOST SATYAM'S TRIPTYCH 2025: A GRAND SHOWCASE OF DESIGN CREATIVITY

8th March 2025: Satyam Fashion Institute (SFI), Noida, will host its highly anticipated annual graduation show, *Satyam's Triptych 2025*, in celebration of International Women's Day. The event will feature the innovative designs and creative excellence of graduating students, showcasing collections inspired by contemporary, historical, and cultural design eras. The evening promises to be a spectacular display, earning resounding applause for the students' artistic brilliance. Esteemed dignitaries, including Dr. Sneha Singh (Chairperson, SGI), CA Dr. Pradeep Gupta (Secretary), Dr. Vandana Jaglan (Principal, SFI), and Dr. Neetu Malhotra (Vice Principal, SFI), will be present to congratulate the graduates. The Chief Guest for the event, Dr. Shashikala G. Wanjari, Vice Chancellor of NIEPA, New Delhi, will join renowned industry experts and government officials in celebrating the students' accomplishments. The graduates from B. Design and Post Graduate Diploma in Fashion Design will present collections with themes ranging from *Pakeezah: Purity of Love* to *Sustainable Chic: Revive, Recreate, Rewear* and *The Luxe Office Edit*, among many others. These collections promise to leave an indelible impression, reflecting the students' creativity and innovative approach to fashion.

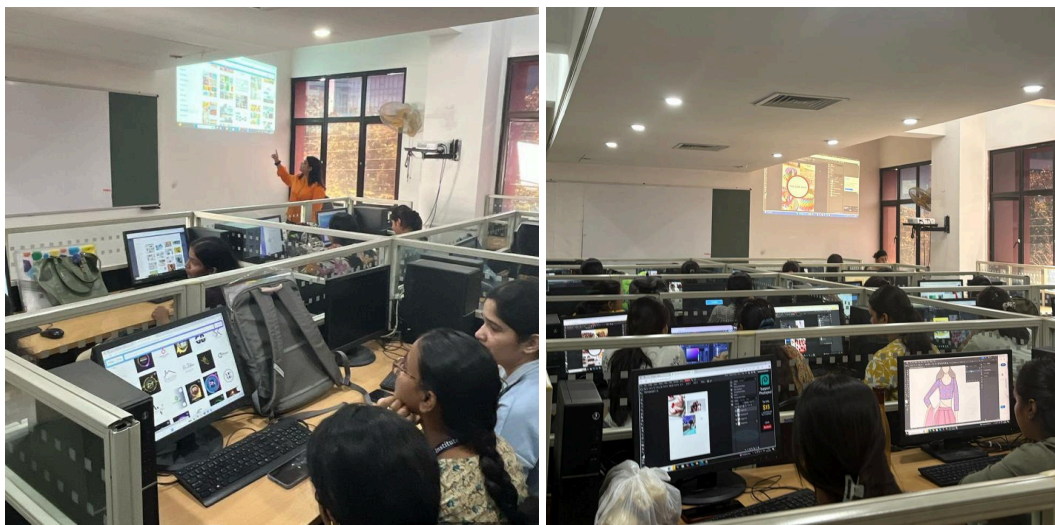


SFI to unveil bold student collections at Triptych 2025

EMPOWERING DIGITAL CREATIVITY: CHETNA-MERU 1-CREDIT COURSE ON DIGITAL DESIGN SKILLS

17th March 2025: Satyam Fashion Institute, in association with S.N.D.T. Women's University, Mumbai, and the Centre for Holistic Education, Training and Novel Advancements (CHETNA), successfully launched a 1-credit Digital Design Skills course under the PM-USHA (MERU) Project. The five-day on-campus program focused on enhancing students' proficiency in visual communication and digital creativity. The course provided participants with hands-on training in contemporary design tools such as Canva, Photopea, Pixteller, and Poster MyWall. Students gained practical experience by creating original digital content and applying core design principles to real-world scenarios. Their work reflected innovation, originality, and a strong grasp of digital aesthetics. Several students were shortlisted for advanced opportunities based on their performance during the

workshop—highlighting both the effectiveness of the initiative and the rising competence of SFI students in the digital design domain.



Students shine at CHETNA-MERU Digital Design Workshop

COMMENCEMENT OF PLACEMENT DRIVE FOR THE GRADUATING BATCH OF 2025 AT SATYAM FASHION INSTITUTE

21st March 2025: The Placement Cell of Satyam Fashion Institute, Noida, proudly inaugurated the placement drive for the graduating batch of 2025. As part of this initiative, the institute had the privilege of welcoming Mr. Brajesh Rawat, Business Manager at DLF Mall of India, and Mr. Rohitash Singh, Area HR, to the campus. Their visit marked the beginning of the recruitment process, during which they interacted with students and initiated hiring for various roles. SFI extends sincere appreciation to DLF Mall of India for recognizing the capabilities of its students and providing them with promising career opportunities. Several students have already been shortlisted, reflecting the strong industry-academia connect fostered by the institute. The institute wishes all participating students continued success in their placement journey.



Campus Recruitment Begins: DLF Mall of India Representatives Engage with SFI Students

ANANDSHALA: EMPOWERING WOMEN THROUGH ANCIENT WISDOM AND EXPERIENTIAL LEARNING

21st March 2025: Satyam Fashion Institute, in collaboration with SNDT Women's University, Mumbai, successfully organized “*Nari se Narayani*”, a three-day residential training program under the Jagrani Project. Facilitated by BHAGYASY Kendram and the Research Centre for Women's Studies (RCWS), the initiative aimed to empower women students through Indian knowledge systems and experiential practices. Guided by Hon'ble Vice Chancellor Prof. Ujwala Chakradeo, the program encouraged participants to explore the wisdom of ancient Indian women sages such as Ghosha, Apala, and Lopamudra. Design students across departments engaged in a transformative journey through yoga, meditation, visual storytelling, and reflective learning. The initiative fostered creativity, well-being, and self-discovery, offering a holistic approach to education that integrates tradition with contemporary relevance.



SFI students embrace empowerment through the Nari se Narayani program

GRADUATION CEREMONY 2024: HONORING ACADEMIC EXCELLENCE AND ACHIEVEMENT

22 March 2025, Noida: The Graduation Ceremony of Satyam Group of Institutions was held with great pride and enthusiasm at the Noida campus. Graduating students from Satyam Fashion Institute were conferred their degrees in the presence of distinguished dignitaries, including Prof. Ujwala Chakradeo, Hon'ble Vice-Chancellor; Dr. Sneha Singh, Chairperson, SGI; and CA Dr. Pradeep Gupta, Secretary, SGI. The ceremony recognized academic excellence through the felicitation of university and college toppers. In addition, meritorious students across departments were honored under the 'Earn While You Learn' initiative, celebrating their exceptional achievements and contributions. The event marked a significant milestone in the academic journey of our graduates and reaffirmed SFI's commitment to nurturing excellence and innovation.





Graduating with pride — SFI students celebrate academic excellence at the 2024 Convocation Ceremony

SFI DESIGN STUDENTS SHINE AT DME COLLEGE FEST 2025

27th March, 2025: We are filled with pride as the graduating design students of Satyam Fashion Institute (SFI) recently showcased their exceptional talent at the DME College Fest. Their creative collections captivated the audience, reflecting their dedication, skill, and innovation. From the conceptualization to the catwalk, our students poured their passion into every design, earning applause for their unique craftsmanship. It was a proud moment for SFI as our students left a lasting impression on such a prestigious platform. Congratulations to our talented designers for representing SFI with excellence.



SFI design students showcasing their creativity and talent at the DME College Fest 2025

A PRESTIGIOUS MILESTONE: HONORED AS SPECIAL GUEST OF HONOR AT SUBHARTI UNIVERSITY EVENT

22nd April, 2025: Dr. Neetu Malhotra, Vice-Principal of Satyam Fashion Institute, was invited as the Special Guest of Honor at a prestigious event hosted by Subharti University. Her esteemed presence and thought-provoking insights were deeply appreciated by all attendees, underscoring her leadership and expertise. This recognition further solidified SFI's standing as a beacon of academic excellence and institutional leadership.



Principal of SFI, shares her expertise and vision at Subharti University, further elevating SFI's legacy of academic leadership

IHGF FAIR EXPERIENCE: BRIDGING CREATIVITY WITH COMMERCE

19th April 2025: Satyam Fashion Institute's Master of Design (M. Design) students had the exciting opportunity to participate in the renowned India Handicraft and Gift Fair (IHGF). This event provided an immersive experience where students engaged with top industry professionals, artisans, and the latest market innovations. The fair allowed them to explore emerging design trends and gain firsthand insights into the entrepreneurial aspects of the

fashion and handicraft industries. Through networking with leading B2B brands, our students were able to expand their industry knowledge and gain a deeper understanding of the business side of design. This enriching experience highlights our commitment to providing real-world learning opportunities and preparing our students to become the next generation of leaders in fashion and design.



M. Des students explore industry trends and connect with professionals at the prestigious IHGF Fair

SUSTAINABILITY IN ACTION: LEADING THE CHANGE

25th April, 2025: As part of our ongoing commitment to sustainability, faculty members of Satyam Fashion Institute, Noida, participated in Liva Studio's *Sustainable Innovations and Traceability 2.0* event, powered by the renowned Aditya Birla Group. The event served as an excellent platform for engaging in critical discussions surrounding eco-friendly practices, transparency, and technological advancements within the textile industry. This participation underscores our dedication to embedding sustainability into both our academic framework and our efforts to nurture future leaders in ethical fashion.



Driving sustainability: SFI faculty at Liva Studio's Sustainable Innovations event

A MOMENT OF PRIDE: HONORED TO SERVE

26th April, 2025: Satyam Fashion Institute, Noida, takes immense pride in sharing a distinguished accomplishment. Our Vice-Principal, Dr. Neetu Malhotra, was invited as the Guest of Honor and Judge at Kalakriti 2025, the prestigious cultural fest organized by Shaheed Bhagat Singh College. Her esteemed presence not only added grace to the event but also provided invaluable insights, motivating participants to explore and elevate their creative potential. Dr. Malhotra's contributions reinforced the importance of innovation in cultural and artistic expressions.



Kalakriti 2025 as Guest of Honor and Judge

BEST OUT OF WASTE 2025: A CREATIVE STEP TOWARDS SUSTAINABILITY

27th April 2025: Satyam Fashion Institute, Noida, under the aegis of the Admission Cell, successfully organized the National-level “Best Out of Waste” Competition 2025, reaffirming its dedication to sustainability, creativity, and environmental responsibility. The event was held on campus, the event welcomed over 55 enthusiastic students and their parents from across India, who innovatively transformed discarded materials into functional and artistic creations. Focused on the theme of green living and zero-waste practices, the competition fostered awareness of eco-conscious design and encouraged inventive thinking in waste management.

The event was graced by the esteemed Chairperson, Dr. Sneha Singh, who delivered an inspiring keynote on the importance of environmental stewardship, and Vice Principal, Dr. Neetu Malhotra, who highlighted the competition as a key initiative in Satyam's sustainable journey. Guests of Honour, Mr. Abhinav Chaturvedi and Mrs. Ritu Adhikari, also joined the occasion, motivating participants and appreciating their creative efforts. Cash prizes were awarded to the most exceptional entries, while all participants were recognized with certificates and mementos for their commitment and innovation. The event served as a powerful step toward nurturing environmentally responsible future designers and reinforcing the institute's leadership in sustainability-driven education.

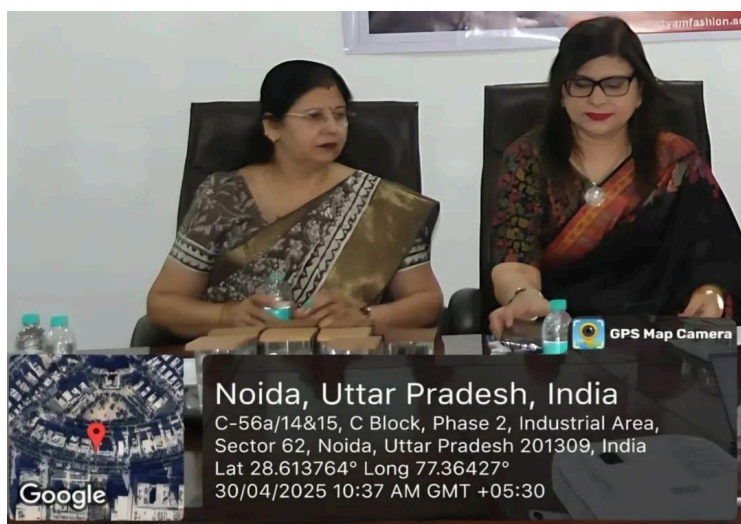


Showcasing creativity and sustainability at the 'Best Out of Waste' Competition 2025

ACADEMIC & ADMINISTRATIVE AUDIT 2024-25

On 30th April 2025, Satyam Fashion Institute conducted its Academic & Administrative Audit for the academic year 2024-25, marking a significant milestone in its continuous effort to enhance the quality of education and institutional governance. The audit focused on assessing and improving the academic framework, operational practices, and overall efficiency, ensuring alignment with the highest standards in fashion education. The initiative reflects the Institute's commitment to maintaining a forward-thinking approach in academic management, thereby fostering a culture of excellence and innovation.

The audit was held in the esteemed presence of Chairperson Dr. Sneh Singh and Vice-Principal Dr. Neetu Malhotra, along with distinguished external members: Dr. Kapil Kishore, HOD & Professor at Lingaya's Vidyapeeth, Faridabad; Dr. Neha Singh, Assistant Professor and Head at Swami Vivekanand Subharti University, Meerut; and Dr. Neema Papnai, Associate Professor at AFT, Noida. Their expert feedback will be instrumental in refining academic practices and governance at the institute. The event highlighted Satyam Fashion Institute's dedication to academic excellence and its proactive approach to institutional growth, with a shared vision for continued advancement in both academic and administrative realms.



Academic Audit 2024-25: Valuable insights from our esteemed external panel

SFI JOINS BOS MEET TO STRENGTHEN FASHION EDUCATION AND INDUSTRY SYNERGY

30th April 2025: Dr. Neetu Malhotra, Vice Principal of Satyam Fashion Institute, Noida, represented the institution at the Board of Studies (BOS) meeting at Lingaya's Vidyapeeth University. The session provided a dynamic platform for discussing the future of fashion education, focusing on curriculum innovation, industry relevance, and academic excellence. It was a highly engaging event, aimed at strengthening the connection between academia and the ever-evolving fashion industry.

The event was enriched by the presence of key individuals such as Dr. Vidushi Bhardwaj Sharma (Dean Academics – II, Non-Sciences) and Dr. Kapil Kishore (HOD & Professor – School of Fashion Design), who organized the session with precision and hospitality. Dr. Malhotra and other educators, including Ms. Bhavna Sharma, Dr. Neema Papnai, and Ms. Sneha, engaged in meaningful discussions, reinforcing the importance of collaboration, knowledge sharing, and continuous evolution in design academia. The event underscored the

significance of industry-academic partnerships in fostering creativity and innovation, ensuring that the next generation of designers leads with vision and purpose.



Dr. Neetu Malhotra represented Satyam Fashion Institute at the BOS meeting

FAREWELL CELEBRATION FOR THE GRADUATING BATCH 2025

On 1st May 2025, Satyam Fashion Institute hosted a grand farewell event for its graduating batch B.Design and M.Design students, marking a significant milestone in their academic journey. The evening was a celebration of their achievements, memories, and the invaluable lessons learned throughout their time at the institute. The event featured captivating dance performances and a musical medley presented by the junior design students, adding to the festive spirit.

A key highlight of the event was the "Walk of Fame," where the graduating students had the opportunity to showcase their accomplishments and contributions to the institute. As the graduating batch embarks on new professional journeys, Satyam Fashion Institute extends its best wishes for their continued success and future endeavors. The farewell event not only commemorated their achievements but also symbolized the promising futures that lie ahead for these talented individuals.



Farewell Ceremony for the Graduating Batch of 2025 at Satyam Fashion Institute

LIC VISIT AT SDPS WOMEN'S COLLEGE, INDORE

4th May, 2025: Dr. Neetu Malhotra, Vice Principal of SFI, was appointed as the Chairperson of the Local Inquiry Committee (LIC) by SNDT Women's University. The visit was conducted at SDPS Women's College, Indore, to assess the continuation of affiliation for various academic programs for the Academic Year 2024–25. Dr. Malhotra evaluated key academic and administrative parameters, including infrastructure, faculty, and compliance with university standards. Her appointment reflects her academic leadership and commitment to quality assurance in higher education. SFI takes pride in her significant contribution to academic governance.



Empowering Institutional Growth through Expert Evaluation

CAP ASSESSMENT VISIT AT SNDT WOMEN'S UNIVERSITY, MUMBAI

7th May, 2025: Faculty members from Satyam Fashion Institute (SFI), Noida, visited the Church gate campus of SNDT Women's University, Mumbai, as part of the Central Assessment Program (CAP) for centralized evaluation. This visit was undertaken to actively participate in the university's evaluation process and to gain deeper insights into the assessment protocols and academic quality standards upheld by SNDT Women's University.

During the program, the faculty members engaged in the centralized evaluation of answer scripts, contributing their expertise towards maintaining academic rigor and fairness. The visit also provided a valuable opportunity for interaction with peer faculty, enabling observation and exchange of best practices in assessment and evaluation. This engagement marked a significant academic collaboration, fostering meaningful dialogue between the institutions and strengthening inter-institutional ties. Overall, the CAP assessment visit was successful in enhancing understanding of evaluation methodologies and reinforcing the commitment to academic excellence.



Academic Collaboration through CAP Evaluation at SNDT Women's University

THE DESIGN BOOK EXHIBITION AT SATYAM FASHION INSTITUTE

14th May, 2023: The Library Cell of Satyam Fashion Institute, Noida, organized “The Design Book Exhibition”. Hosted at the institute’s Design Department library, this exclusive exhibition offered faculty members and design enthusiasts a unique opportunity to immerse themselves in a thoughtfully curated collection of books spanning multiple design disciplines. The exhibition showcased an extensive range of resources covering Fashion Design, Textile Design, Fashion Communication, and Lifestyle Accessory Design. The collection included everything from classic texts and trend forecasts to contemporary works centered on design thinking and innovation. This diverse selection highlighted the dynamic and ever-evolving nature of the design world. The Library Cell at SFI promotes this annual event as a vital part of its commitment to fostering learning and creativity. Students and faculty are encouraged to visit, explore, and engage with the displayed materials, celebrating the power of books as essential tools for education, inspiration, and design exploration.



The Design Book Exhibition at Satyam Fashion Institute

SFI DESIGN CONFLUENCE 2025: A GLOBAL CELEBRATION OF INNOVATION, SUSTAINABILITY & DESIGN THINKING

16th May, 2025: Satyam Fashion Institute, Noida, successfully hosted its flagship event, the *International Conference: SFI Design Confluence 2025*, a prestigious platform uniting visionary minds worldwide in design, research, innovation, and sustainability. Focused on co-creation and collaboration, the confluence aimed to spark transformative change and foster a resilient, design-led future. The event began with a traditional diya lighting ceremony, followed by the keynote address and opening remarks by the esteemed Vice Principal, Dr. Neetu Malhotra. The conference featured a distinguished panel of thought leaders and changemakers, including Dr. Neha Singh, Head of Fashion and Textile Design at Swami Vivekanand Subharti University, Dr. Kappil Kishor, Founder Chairman of Vaatsaalyaa Charitable Trust for Education, Ms. Shivangi Kishor, Trustee of the same trust, Germany-based wardrobe editor and personal stylist Ms. Devanshi Arora, Kenya-based fashion content writer Ms. Richa Agarwal, and Ms. Garima Rohtagi, CEO & Founder of Tatvakala Design Studio, New Delhi. Their diverse expertise and global perspectives fueled meaningful conversations that inspired innovative practices within the design ecosystem. The event reaffirmed SFI's commitment to fostering a global community dedicated to advancing design education, sustainability, and creative collaboration.

SATYAM FASHION INSTITUTE, NOIDA

(AFFILIATED TO S.N.D.T WOMEN'S UNIVERSITY, MUMBAI)
REACCREDITED BY NAAC 'A' GRADE, CGPA: 3.18

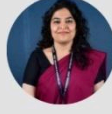
PRESENTS

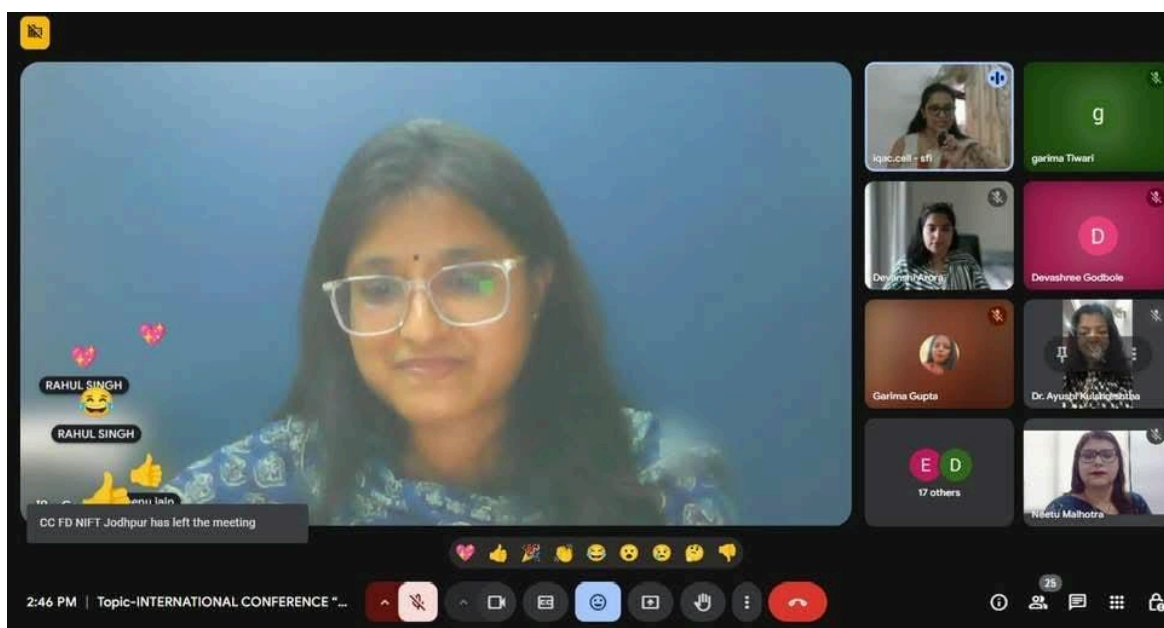
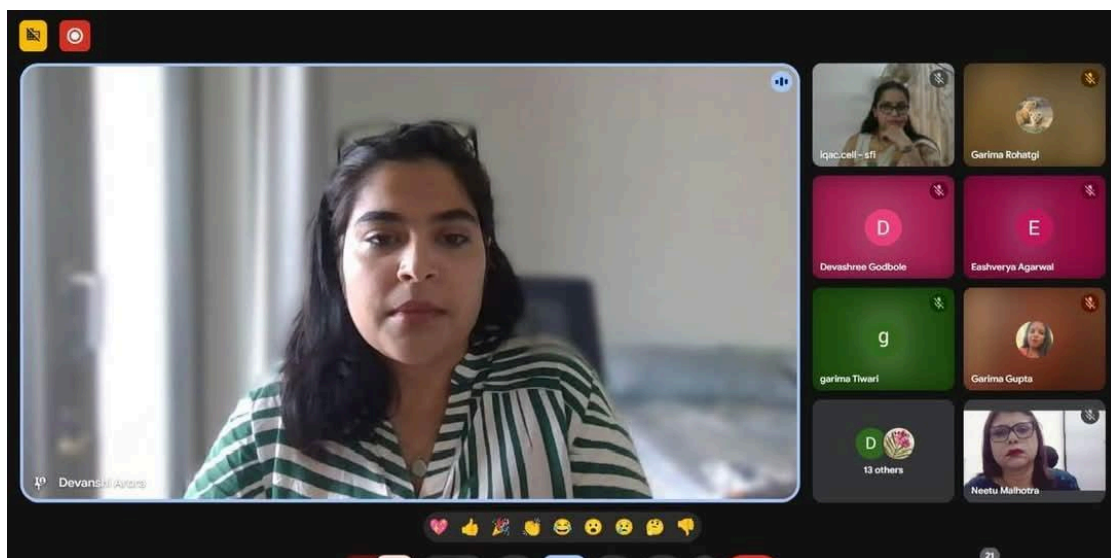
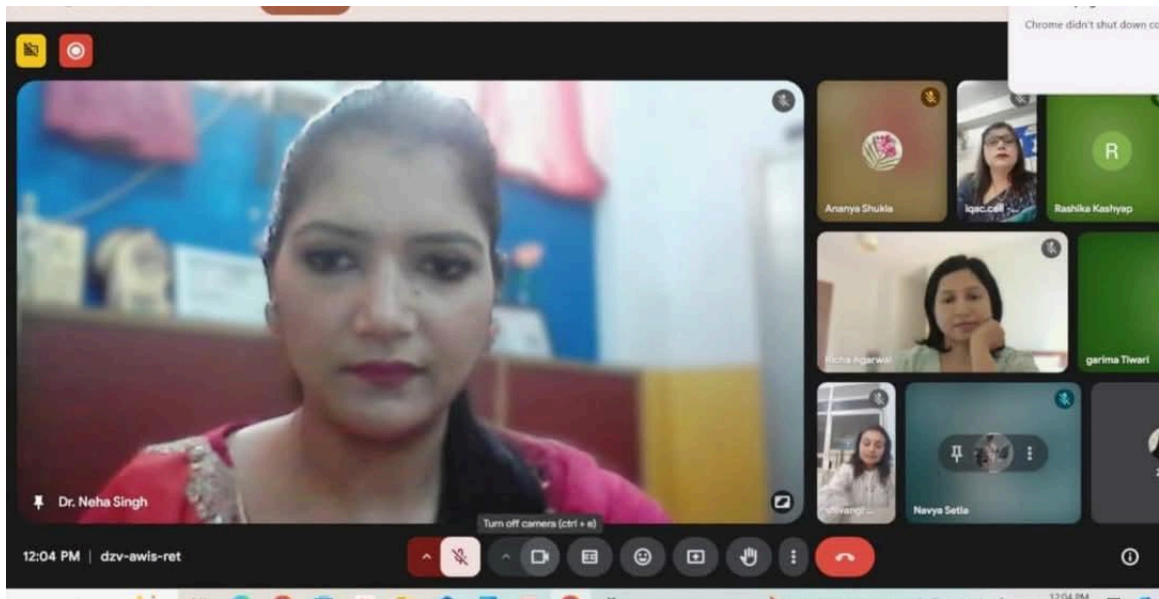
INTERNATIONAL CONFERENCE
"SFI DESIGN CONFLUENCE 2025"

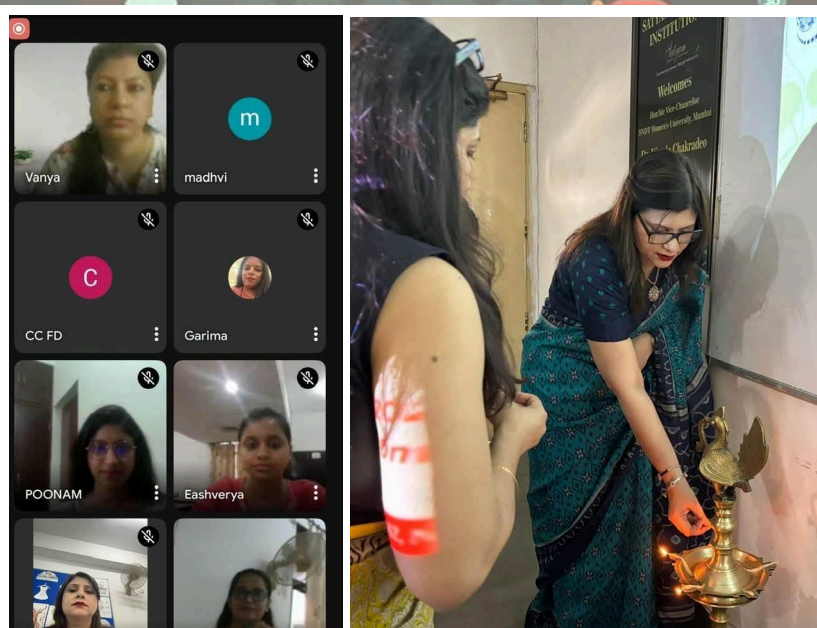
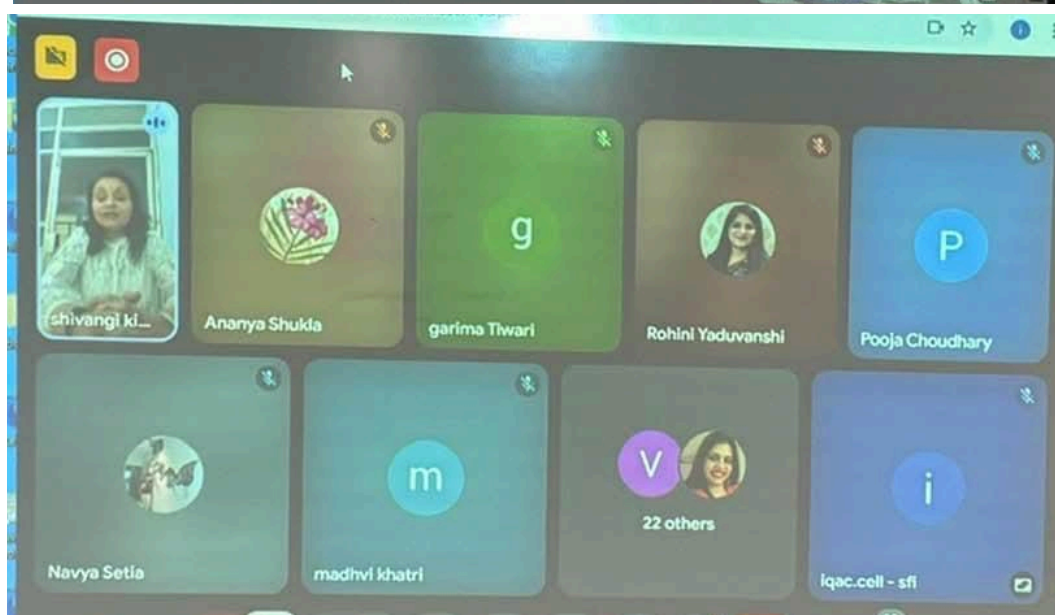
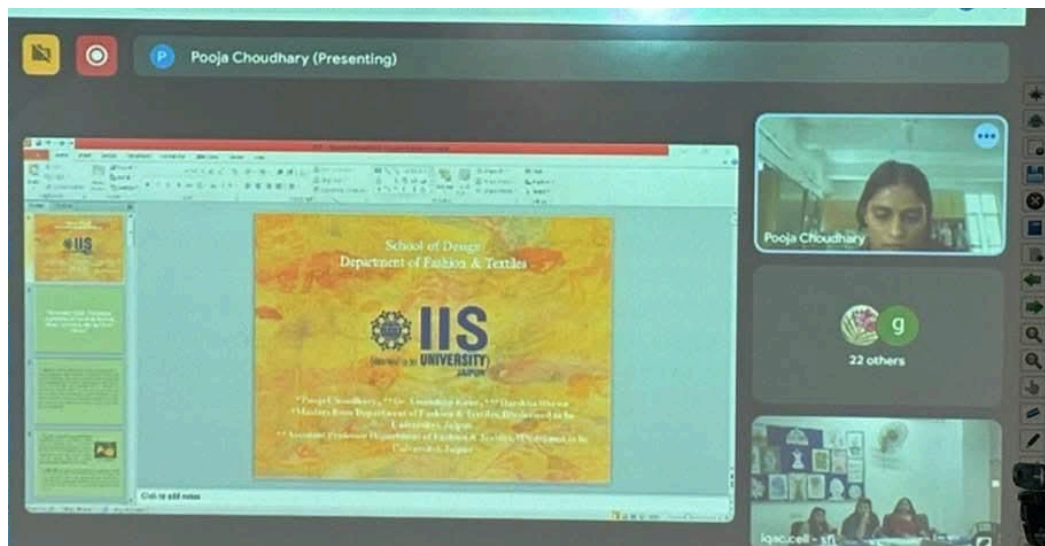
TRANSFORMATIVE APPROACHES IN DESIGN-
RESEARCH, INNOVATION, AND SUSTAINABILITY CO-CREATING
SYSTEMATIC CHANGE FOR A RESILIENT FUTURE

HYBRID MODE

SPEAKERS

 Dr. Neha Singh HOD Fashion and Textile Design Swami Vivekanand Subharti University, Meerut	 Dr. Kappil Kishor Founder Chairman Vaatsaalyaa Charitable Trust for Education, New Delhi	 Ms. Shivangi Kishor Trustee Vaatsaalyaa Charitable Trust for Education, New Delhi
 Ms. Devanshi Arora Germany based- Wardrobe Editor & Personal Stylist	 Ms. Richa Agarwal Kenya based- Fashion Content Writer	 Ms. Garima Rohtagi CEO & Founder Tatvakala Design Studio, New Delhi





SFI Design Confluence 2025: Inspiring global innovation and collaboration

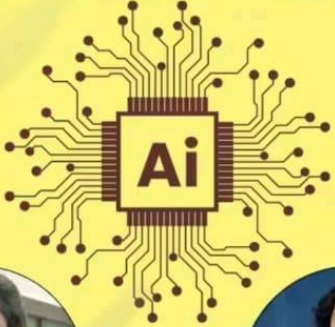
INTERNATIONAL FDP BY SATYAM FASHION INSTITUTE

17th May, 2025: With an aim to equip faculty members and researchers with the knowledge and skills required to integrate Artificial Intelligence into various stages of the research process, Satyam Fashion Institute, Noida successfully organized an International Faculty Development Program (FDP) on the “Use of AI Tools in Research,”. Scheduled from 17th to 22nd May 2025, this exclusive session was held in a hybrid mode during from 12:00 PM to 1:00 PM for 5 days. The FDP had eminent Resource Person Dr. Puja Ahuja Gupta, Director of the All India Institute of Researchers, who brought extensive expertise in the application of AI in academic settings. The program was formally inaugurated by our esteemed Vice Principal Dr. Neetu Malhotra. The FDP covered a wide range of topics, including an introduction to AI and its applications in academic research, hands-on training with AI tools for literature review, reference management, and research design, and the use of Natural Language Processing (NLP) and Machine Learning (ML) for data analysis. With a record 250 plus participants, they all explored how AI can enhance research writing, detect plagiarism, and streamline academic publishing. Ethical considerations and future trends in AI-powered research will also be discussed, accompanied by practical workshops.

SATYAM FASHION INSTITUTE, NOIDA
Reaccredited by NAAC 'A' Grade, CGPA: 3.18
Affiliated to SNDT Women's University, Mumbai

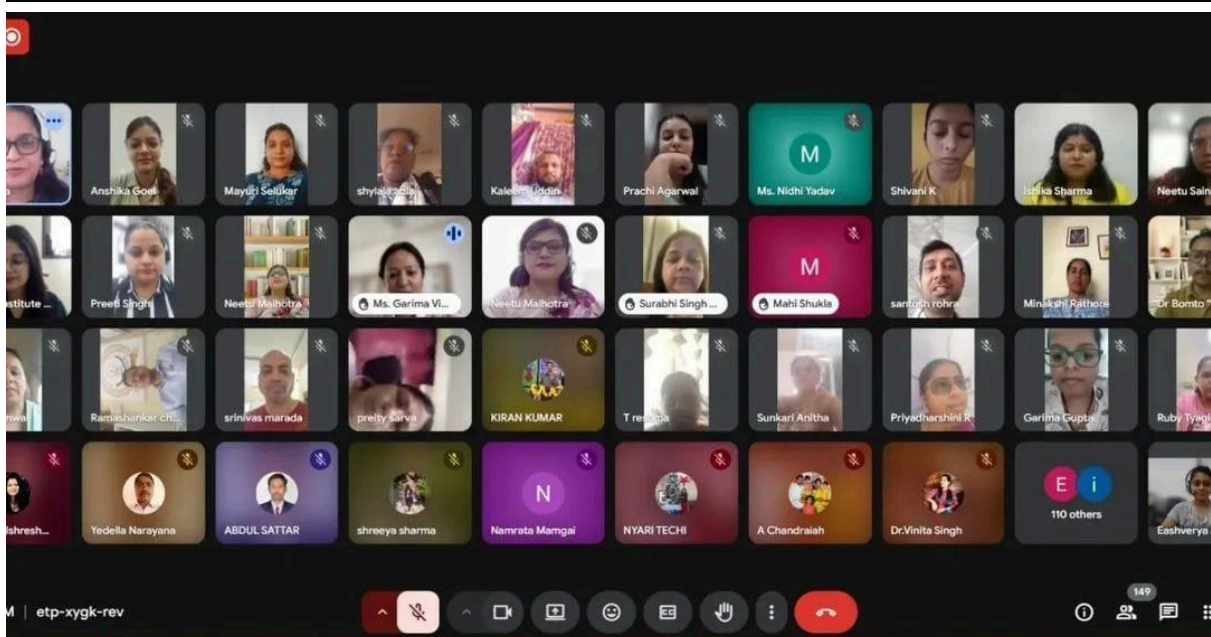
**ONE WEEK INTERNATIONAL LEVEL
Faculty Development Programme
on
"USE OF AI TOOLS IN RESEARCH"**

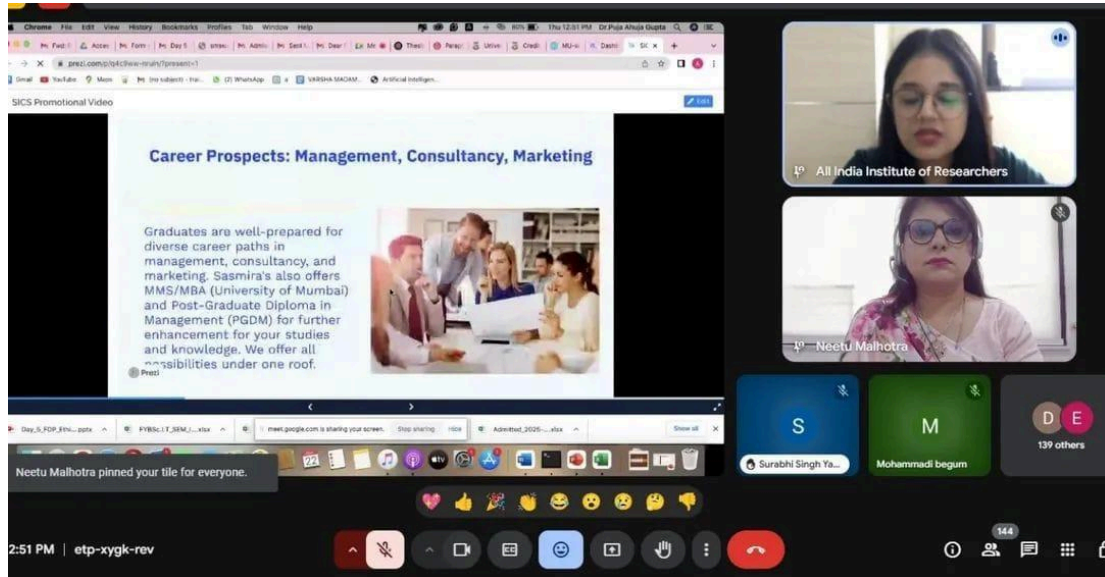
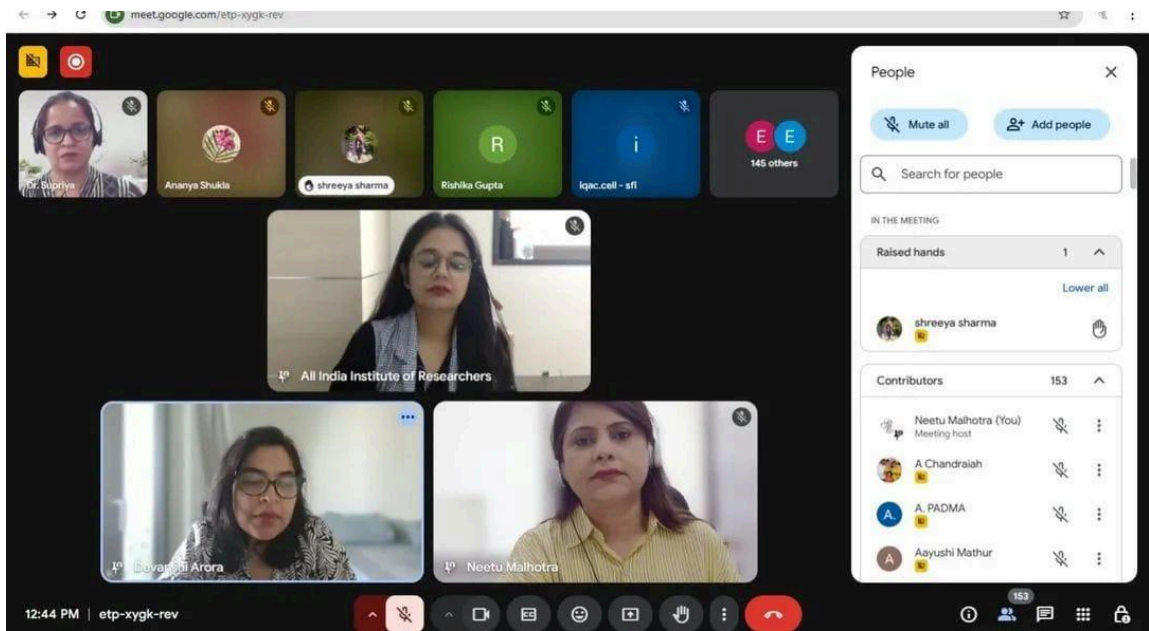


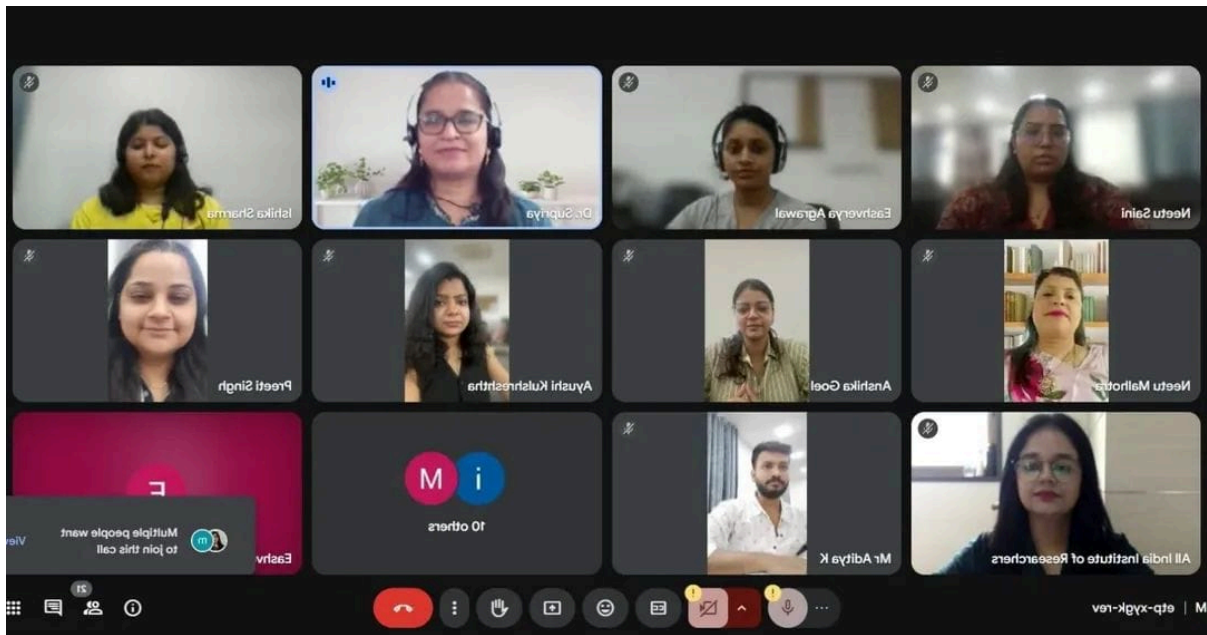
 

Dr. Puja Ahuja Gupta
Director
All India Institute of Researchers

Ms. Devanshi Arora
Wardrobe Editor and Personal Stylist
(Germany)







FDP on AI Tools in Research empowers faculty with advanced skills

ALUMNI GIVING BACK: FUNDRAISING INITIATIVE FOR INSTITUTIONAL DEVELOPMENT

20th May, 2025: The Alumni Cell of SFI organized a fundraising initiative aimed at mobilizing resources to support the growth and long-term sustainability of the Alumni Association, while also contributing to the broader development of the institution. The event was graced by the presence of **Dr. Neetu Malhotra**, Vice-Principal and **IQAC Coordinator**, who emphasized the pivotal role alumni play in the academic and cultural enrichment of SFI. During the session, alumni representatives presented a detailed overview of the **donation drive**, outlining its objectives, target outcomes, and proposed allocation of funds. Key focus areas included support for alumni engagement events, mentorship programs, and student-centered initiatives. In addition, a **strategic roadmap** was shared, highlighting plans for sustainable fundraising models, enhanced digital engagement, and the development of a structured alumni database. The initiative reflected a deep sense of belonging and commitment within the alumni community. Their active participation and generous contributions reaffirm the strong and enduring bond between the institution and its graduates.





Alumni contributions drive progress and mentorship at SFI

Satyam School of Journalism Observes World Drug Day 2024 with Awareness Drive on Drug Abuse Prevention



On this important day, let's recommit to continuing our fight to end the plague of drug abuse and trafficking, once and for all.

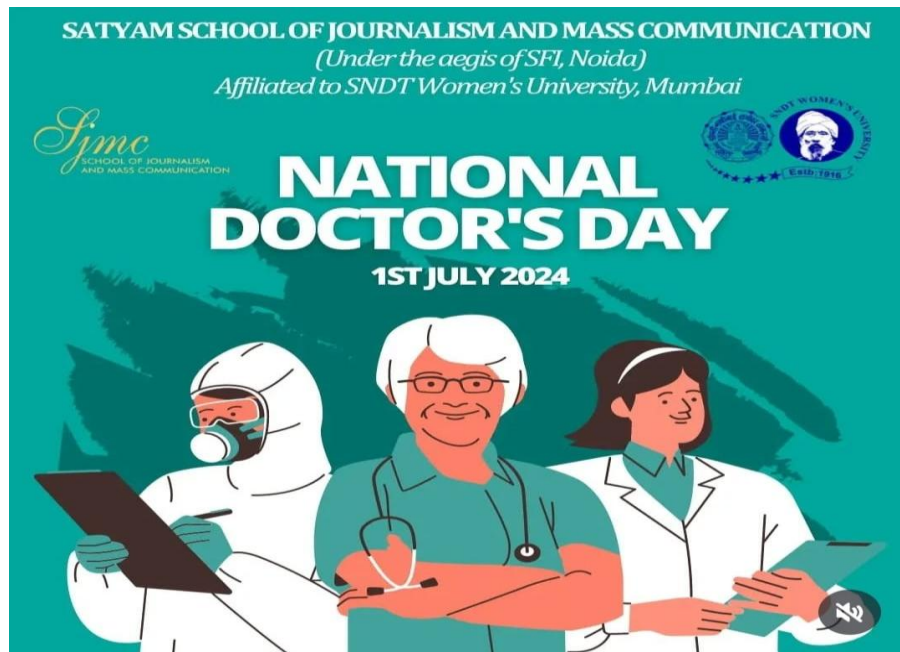
26th June, 2024, Sector 62, Noida - Students of Satyam School of Journalism and Mass Communication took a step forward to spread awareness on drug abuse on the occasion of World Drug Day, also known as the International Day against Drug Abuse and Illicit Trafficking. This day is observed on 26 June every year to work towards a drug-free world.

The theme for World Drug Day 2024 is “The evidence is clear: Invest in prevention.”

The faculty members taught the students of Satyam School of Journalism and Mass Communication about the harmful impact of drugs on people's lives. The students pledged to spread awareness of the negative effects of drug use. They also made posters to promote awareness among teenagers about the consequences of using drugs at a young age.

Drug abuse has devastating consequences on the young generation, families, and communities. It contributes to crime and violence. World Drug Day helps to raise awareness and educate the public about the dangers of drug use

SSJMC Honors Healthcare Heroes on Doctor's Day 2024 with Heartfelt Tribute



Sector 62, Noida – July 1, 2024: India is celebrating Doctor's Day today, a day dedicated to recognizing the invaluable contributions of doctors and medical professionals. Observed annually on July 1st, this day highlights the dedication, hard work, and selfless service of healthcare providers who play a crucial role in ensuring public health and well-being. It also acknowledges advancements in the medical field that have improved healthcare services.

On this occasion, the faculty, staff, and students of Satyam School of Journalism and Mass Communication (SSJMC) expressed their heartfelt gratitude to doctors and healthcare professionals. Recognizing their tireless efforts, the SSJMC family honored their commitment to saving lives and providing quality healthcare. Various hospitals and medical institutions also marked the day with special events, felicitating their staff and acknowledging their service.

Doctors not only heal but also offer hope and strength to patients and their families. Their role in society, especially during health crises, remains irreplaceable. As we celebrate this day, it is essential to recognize their sacrifices and show appreciation for their dedication. SSJMC extends its deepest respect to all healthcare heroes who work tirelessly to safeguard our health.

SSJMC Students Celebrate World UFO Day 2024, Sparking Curiosity About Life Beyond Earth



2nd July, 2024,

Sector 62,

Noida: Students of SSJMC celebrated World UFO Day today to inspire people to gaze up into the sky and ponder the possibility of extraterrestrial life. By encouraging a collective curiosity about what lies beyond our planet, World UFO Day aims to increase awareness of Unidentified Flying Objects (UFOs) and the numerous sightings that have intrigued and puzzled humanity over the years. This day commemorates the infamous 1947 incident in Roswell, New Mexico, where an alleged UFO crash became one of the most well-known and debated events in UFO history.

World UFO Day is being observed today with the objective of enhancing public understanding and awareness of UFO phenomena. This day serves as a reminder of the ongoing search for knowledge about the cosmos and its mysteries. It encourages scientific research and fosters a sense of wonder about the potential of other intelligent life forms in the universe.

Moreover, World UFO Day offers an opportunity for individuals to pause and reflect on the wonders of the universe. It invites people to contemplate the vastness of space and our place within it. This reflection can lead to a greater appreciation for the complexities and mysteries of the cosmos, fuelling a sense of awe and curiosity. Whether through attending events, participating in sky-watching activities or simply discussing the possibilities of life beyond Earth, World UFO Day fosters a sense of community and shared interest in the exploration of the unknown phenomena of our universe.

SSJMC Celebrates US Independence Day with Engaging Dialogue on India-US Strategic Partnership



4th July 2024, Sector 62, Noida: The students of Satyam School of Journalism and Mass Communication (SSJMC) celebrated USA Independence Day, marking 248 years since the United States gained independence on July 4, 1776. The day serves as a reminder of the values of freedom, democracy, and opportunity.

On this occasion, SSJMC organized a discussion on the historical relationship between India and the USA. The session highlighted how both nations have shared strategic, economic, and cultural ties over the years. Students reflected on the significance of Indo-US relations, particularly in the evolving global landscape.

The discussion shed light on various aspects of cooperation, including trade, defense, technology, and education. Students expressed their views on the growing importance of India in US policies and the recognition of Indian talent and leadership in various fields worldwide. They also emphasized the mutual benefits of strengthening diplomatic and economic partnerships.

The event concluded with students expressing optimism about the future of Indo-US relations. They acknowledged the opportunities these relations bring for both nations and appreciated the increasing recognition of India's role on the global stage. The celebration was a testament to the strong and evolving bond between the two democracies.

SSJMC Students Attend Insightful News Nation Session on Spirituality, Psychology, and the Illusion of 'Magic Babas'

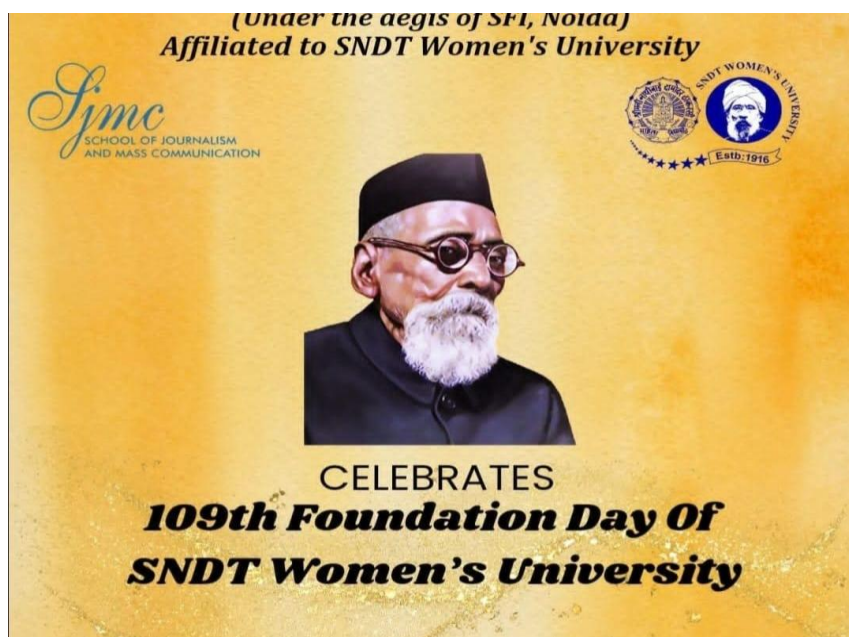


5th July, 2024, Sec 126, Noida: Today, students of the BMM batch from Satyam School of Journalism and Mass Communication attended an event held at News Nation. In today's event, the students discussed whether the so-called magic performed by babas in India is genuine or merely psychological tricks in the name of God. This topic arose due to the recent Hathras incident, where a large number of people died in a stampede during Bhole Baba's satsang.

People often get easily manipulated by such babas, leading us to question whether these babas are right or wrong. This was the focal point of our discussion today. Many guests, including Yatima (a sant) and Acharya, spoke about true spirituality and how to protect ourselves from fraudulent babas. Other guests, such as Gautam (a mind reader), Tushar Rajkumar (a magician), Rajkumar (another magician), and Dr. Malik (a hypnotist), discussed how the tricks used by these babas are actually related to psychology.

The session was filled with various magic and psychological tricks. Overall, the event was wholesome and enjoyable, as we learned a lot about energies, spirituality, and the difference between science and bhakti.

SSJMC Joins Virtual Celebration of SNDT Women's University's 109th Foundation Day, Honoring Legacy of Empowerment and Learning



5th July, 2024, sec 62, Noida: The students and faculty members of Satyam School of Journalism and Mass Communication (SSJMC) proudly joined the celebration of the 109th Foundation Day of SNDT Women's University. This prestigious occasion was marked with enthusiasm and reverence for the legacy of empowerment and learning that SNDT Women's University embodies.

The event was presided over by Maharashtra Governor and Chancellor of universities, Ramesh Bais, at the University's Maharshi Karve academic complex in Marine Lines, Mumbai. The Chief Guest for the event was Rahibai Popere, acclaimed as the Seed Mother and a pioneering advocate of organic farming. The distinguished gathering included Vice Chancellor Dr. Ujwala Chakradeo, Pro Vice Chancellor Ruby Ojha, Registrar Vilas Nandavadekar, former Vice Chancellors Rupa Shah and Chandra Krishnamurthy, Sudhir Thackersey, along with Deans, faculty members, staff, and students from various departments.

Despite the online mode of participation, SSJMC students and faculty members engaged actively in the celebration.

The day was marked with healthy discussion and a special tribute to the visionary Maharshi Dhondo Keshav Karve, founder of SNDT Women's University.

SSJMC Students Attend Zee News' 'Operation Pakhandi' to Uncover Truth Behind Fraudulent Babas and Blind Faith



6th July, 2024, Sec 18, Noida: Students from the BMM batch of Satyam School of Journalism & Mass Communication attended an event held at Zee News, Noida. The topic of the day was "OPERATION PAKHENDI," where various fraudulent babas, such as Pakhandi Baba, Chamatkari Baba, and MBBS Baba, were exposed.

A discussion took place between these babas and scientists on whether the acts performed by such fraudulent individuals are fake or real, and how to educate the public on distinguishing between faith (Vishwas) and blind faith (andhvishwas).

The goal of the event was to raise awareness among the public, who often get easily brainwashed by such babas. Several notable guests, including Acharya Vikram Aditya, Acharya Shesh Narayan, Acharya Mahendra Mishra, Hazif Khan, Hafiz Ghulam Sarwar, Sheikh Alimuddin Asadi, and BK Tyagi spoke about the tricks used by these babas to deceive people.

The session was informative and eye-opening, providing valuable insights into the difference between genuine faith and blind belief.

Experience the Splendor of Puri Jagannath Rath Yatra: A Divine Celebration of Faith and Culture



7th July 2024, Sector 62, Noida: The Puri Jagannath Rath Yatra, one of Odisha's most significant festivals, begins on 7th July, marking the grand procession of Lord Jagannath, Lord Balabhadra, and Goddess Subhadra. This sacred festival, celebrated with immense devotion, symbolizes the divine journey of the deities from the Jagannath Temple to the Gundicha Temple.

Known as the "Chariot Festival," the Rath Yatra is an awe-inspiring spectacle where three magnificent chariots, adorned with vibrant decorations, are pulled by thousands of devotees. The act of pulling these chariots is believed to bring immense blessings and spiritual fulfillment. The streets come alive with devotional songs, chants, and the rhythmic beats of traditional instruments, creating an atmosphere of pure divinity.

The festival attracts millions of pilgrims and visitors, who come together to witness this grand procession with family and friends. The Rath Yatra is not just a religious event but also a cultural extravaganza, featuring rituals, folk performances, and a display of Odisha's rich traditions.

Join this sacred celebration and immerse yourself in the spiritual and cultural essence of one of India's most iconic festivals!

SSJMC Celebrates African National Congress Foundation Day, Honoring Mandela's Legacy and India-South Africa Ties



8th July 2024, Sector 62, Noida: Students of Satyam School of Journalism and Mass Communication celebrated the African National Congress (ANC) Foundation Day today. The ANC, established in 1912, aimed to unite the people of Africa and became a leading party in the fight for fundamental rights.

The ANC played a crucial role in the liberation of the black community, overcoming numerous struggles and challenges to build a new nation focused on eradicating social and economic problems.

Nelson Mandela was elected President of the ANC in 1991 and later became the first black President of South Africa in 1994. He fought against apartheid and for basic human rights.

Mandela was significantly impacted by India. He was highly influenced by Mahatma Gandhi and considered him his role model. Gandhi Ji's philosophy of non-violent resistance heavily influenced Mandela's approach to dismantling apartheid in South Africa. India was one of the first countries to condemn apartheid and actively supported the anti-apartheid movement in South Africa. Nelson Mandela was awarded the Bharat Ratna in 1990 after being released from 27 years in prison.

SSJMC Observes World Population Day 2024, Emphasizing Inclusivity and the Importance of Data Collection



Noida, Sector 62 - July 11, 2024: Students of the Satyam School of Journalism and Mass Communication (SSJMC) celebrated World Population Day, an event established by the Governing Council of the United Nations Development Programme in 1989. This annual event aims to address population issues such as poverty, gender equality, and mental health.

This year's theme, "Leave No One Behind, Count Everyone," emphasizes the importance of including every individual in census and data collections. The goal is to ensure that everyone has access to the resources and services provided for the public.

UN Secretary-General António Guterres highlighted the significance of this theme, stating, "As the theme of this year's World Population Day reminds us, investing in data collection is important to understanding problems, tailoring solutions, and driving progress. So is finance. I urge countries to make the most of the Summit of the Future this year to unleash affordable capital for sustainable development."

The celebration at SSJMC included various activities and discussions focused on the importance of comprehensive data collection and the equitable distribution of resources. Students and faculty alike underscored the role of journalism and mass communication in raising awareness and driving action on population issues.

SSJMC Celebrates Paper Bag Day, Promoting Sustainability and Eco-Friendly Practices



12th July 2024, Sector 62, Noida: Students of Satyam School of Journalism and Mass Communication (SSJMC) celebrated Paper Bag Day, an event that highlights the benefits of using paper bags over plastic ones. This day, marking the invention of the paper bag by Francis Wolle in 1852, serves as a global reminder of the importance of sustainable practices.

Plastic bags are notorious for their negative environmental impact. Unlike plastic, paper bags are reusable, sustainable, and renewable. They decompose and recycle more quickly, reducing pollution and the threat to various land and marine animals.

In honor of Paper Bag Day, SSJMC students conducted a fun and creative activity, crafting their own paper bags. Both students and faculty committed to using paper bags for their shopping needs, recognizing the value of making this eco-friendly switch in their daily lives. This celebration underscores the school's dedication to promoting environmental awareness and sustainable living.

SSJMC Honors Malala Yousafzai on International Malala Day, Celebrating Her Legacy and Advocacy for Girls' Education



12th July 2024, Sector 62, Noida: Each year on July 12th, the world commemorates International Malala Day to honor the life and legacy of Malala Yousafzai, a Pakistani advocate for girls' education and the youngest recipient of the Nobel Prize.

The day gained significance in 2013, one year after Malala was tragically shot in the head and neck by a Taliban gunman for her outspoken support of girls' right to education. The Taliban attacked her for opposing restrictions on female education in Pakistan. Despite this tragic event, Malala's courage and resilience turned her into a global inspiration. In recognition of her unwavering fight, the UN declared July 12th as International Malala Day in 2015.

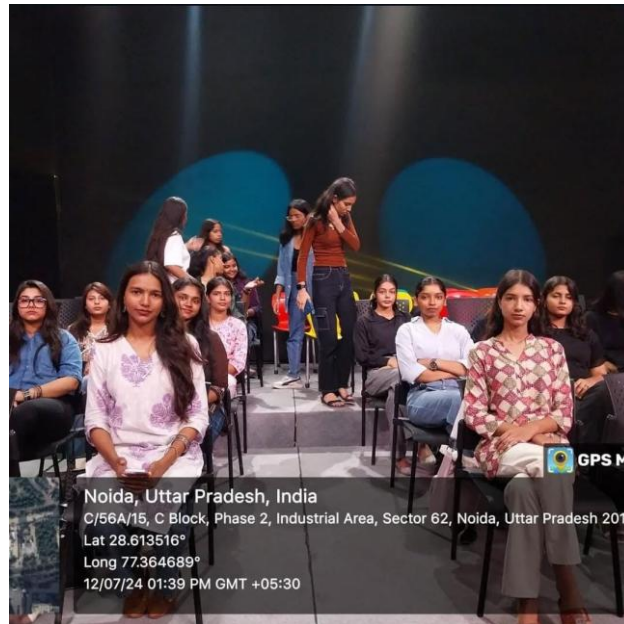
On this day, leaders worldwide promote and ensure free education for girls. People empower young girls to fight for their rights and spread awareness about the importance of education. It is also an excellent opportunity for organizations, schools, and individuals to learn more about Malala Yousafzai's work and the efforts of other young activists championing similar causes.

As members of the Satyam School of Journalism and Mass Communication (SSJMC) family, we draw inspiration from Malala's legacy. Our institution is dedicated to promoting education for girls and fostering their growth. SSJMC acknowledges Malala's sacrifice and dedication to empowering girls through education.

Her legacy not only inspires girls in Pakistan but also thousands in India, where education for girls remains a significant challenge. Malala's advocacy encourages many girls and women to dream about their goals. She has also emphasized the importance of peaceful relations between India and Pakistan for the sake of humanity.

Malala Yousafzai's fight for the right to education for girls will always be remembered and celebrated.

SSJMC Students Participate in Thought-Provoking News Nation Event on Faith vs. Blind Faith



12th July 2024, Sec 126, Noida: Today, students from the Bachelor of Mass Media (BMM) batch at Satyam School of Journalism and Mass Communication attended an event at News Nation TV News Channel, Noida. The discussion centered on educating the public about the crucial difference between faith (Vishwas) and blind faith (andhvishwas). This topic gained prominence following the recent Hathras incident, where a large number of people died in a stampede during Bhole Baba's satsang.

The event aimed to raise awareness among the public, who often fall prey to the influence of self-styled spiritual leaders. Several notable guests, including Acharya Gautam, Mukesh Jain, Vikram Aditya, Swami Dayanand, Computer Baba, Pandit Mishra, and Yogi Umesh Puri, were present. They emphasized the importance of discerning real spirituality from fraudulent practices.

A lively debate ensued between the panelists. One side argued that "Babas should act as mediators between God and the common people, but if they claim themselves to be God, they are fake." The opposing view suggested that "if such practices provide relief to common people, there is no harm in them."

Overall, the session was informative and eye-opening, providing valuable insights into the distinction between genuine faith and blind belief.

SSJMC Students Attend Enlightening News Nation Event on "OPERATION PAKHAND" Exposing Fraudulent Spiritual Leaders



18th July 2024, Sec 126, Noida: Today, students from the Bachelor of Mass Media (BMM) batch of Satyam School of Journalism and Mass Communication, attended an event at the News Nation TV News Channel in Noida. The event focused on the ongoing series "OPERATION PAKHAND," which aims to expose fraudulent spiritual leaders who deceive the public.

The discussion centered on educating the public about the crucial difference between faith (Vishwas) and blind faith (Andhvishwas). In today's segment, the show exposed "Bishop ka Darbar - Bishop Amardeep," who convinces people to solve their problems in his "Chamatkar Church" by making them follow his commands.

The event featured several notable guests, including Yogi Umesh Puri, Father Roben, Dr. Vinod Raina, and mind healer Harman Singh. The panel emphasized the importance of discerning genuine spirituality from fraudulent practices, highlighting how these deceitful leaders use psychological tricks to manipulate people in the name of religion. Harman Singh demonstrated various psychological tricks and explained the science behind them, revealing how these tactics are used to exploit the faithful.

Overall, the session was informative and eye-opening, providing valuable insights into the distinction between genuine faith and blind belief.

SSJMC Hosts Heartfulness Meditation Session on "Deepening Your Practice with Heartfulness Meditation"



18th July 2024, Sector-62, Noida: Satyam School of Journalism and Mass Communication conducted a Heartfulness Meditation session titled "Deepening Your Practice with Heartfulness Meditation" today. The session was led by Meenu Gupta, a healer and trainer in Heartfulness, and G. Kusumanjali, a Heartfulness practitioner.

The event began with a 10-minute fun activity where students played Chinese Whisper, illustrating how messages can be miscommunicated from one person to another. This activity highlighted the importance of clear communication, especially in the field of media.

Following this, participants engaged in a 5-minute relaxation exercise to calm their minds and unify their energy levels, emphasizing that despite coming from different environments, they could reach a harmonious state. This relaxation exercise prepared everyone for the main meditation session.

The session concluded with a 15-minute meditation, which left participants feeling relaxed and centered.

Overall, it was a fun and mindful session, and the students are eager for more such experiences. The SSJMC faculty presented plants to the guests as a token of appreciation.

SSJMC Hosts "Queens of the Pitch" Cricket Championship to Promote Sportsmanship and Fitness



19th July, 2024, Sector-62, Noida: Satyam School of Journalism conducted a cricket Championship "Queens of the pitch" for the BMM 3rd semester students. This was an event held to promote participation of students in sports activity and encourage physical fitness.

The students were divided into two teams one in yellow and the other team was in light green jersey for the cricket match. Students showed great enthusiasm and played in high competitive spirit which gave them an opportunity to learn and enhance their cricketing skills including bowling, batting, fielding creating a great atmosphere.

The event was organised under the expert supervision of sports instructor Mr. Kaushal. It was a well-contested match and both teams gave their best displaying good team spirit.

The Championship served as a platform for the students to showcase their talent, leadership qualities, ingraining in them valuable life skills.

Finally, at the end of the match the yellow team emerge as the victorious team winning by a close margin. The winning team was applauded and felicitated by the faculty members of SSJMC and sports instructor for their good all-round performance afterwards the participants received certificate of participation from Mrs. Priyanka Sarkar, HOD, SSJMC, Ms. Charu Ahluwalia, Programme Coordinator, SSJMC, Dr. Pinak, SSJMC and Mr. Kaushal, Sports Instructor, SSJMC.

Overall the event was organised successfully which saw great response from the participants and students simultaneously it was a great way to promote sports and physical activity as key for achieving not just good health and fitness but also in building self-confidence, self-esteem and personal development.

SSJMC Celebrates International Moon Day: Honoring the Apollo 11 Legacy and the Future of Lunar Exploration

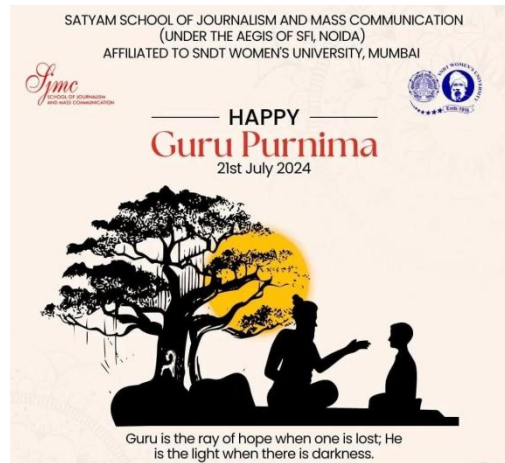


20 July 2024, Sector-62, Noida: Students of Satyam School of Journalism and Mass Communication commemorated the anniversary of the first human moon landing by Apollo 11 in 1969. International Moon Day, observed on July 20, 2024, celebrated humanity's achievements in lunar exploration.

The Moon is tidally locked with Earth, meaning the same side always faces us, while the "dark side" experiences scorching days and frigid nights. This UN-designated day aims to raise awareness about sustainable lunar exploration and foster international cooperation in space exploration.

With upcoming missions, the future of lunar exploration is bright. We're poised to learn more about the Moon's resources, potential for habitation, and its role in our solar system's history.

SSJMC Celebrates Guru Purnima: Honoring Teachers and Embracing the Guru-Shishya Bond



21st July 2024, Sector 62, Noida: Satyam School of Journalism and Mass Communication (SSJMC) celebrated Guru Purnima with enthusiasm and deep gratitude towards its esteemed faculty members. The event was a heartfelt tribute to the invaluable role of teachers in shaping students' futures.

Students expressed their appreciation through speeches, messages, and heartfelt gestures, acknowledging the wisdom and guidance imparted by their mentors. The celebration highlighted the significance of the guru-shishya (teacher-student) bond, emphasizing the role of teachers in imparting knowledge, values, and inspiration.

The SSJMC family came together to honor the dedication and hard work of the faculty, fostering a spirit of respect and admiration. This special occasion reinforced the timeless importance of mentorship in education.

SSJMC extends warm wishes to all teachers and mentors on this auspicious occasion. Happy Guru Purnima 2024!

SSJMC Students Attend Zee News Event on "Kanwar Nameplate Controversy"



22nd July 2024, Sector-18, Noida: Today, students from the Bachelor of Mass Media (BMM) batch of Satyam School of Journalism and Mass Communication attended an event at the Zee News TV channel in Noida. The event focused on the "Kanwar Nameplate Controversy."

The Supreme Court has overturned the UP government's decision to install nameplates on shops along Kanwar Marg. The court ruled that shops must declare whether the food they serve is vegetarian or non-vegetarian. Additionally, the court issued notices to the UP, MP, and Uttarakhand governments, seeking their responses on this matter.

The debate featured several notable panelists, including Sheshnarayan Vajpayee, Acharya Vikram Aditya, Pradeep Bhati, Rajkumar Bhati, Kamran Malik, Hazi Rangrez, Haji Khan, Alimuddin Azadi, Vinod Bansal, Rajesh Choudhary, and Naval Kishor Das.

Overall, the session was informative and eye-opening, providing valuable insights into the current situation and ongoing controversy.

SSJMC Pays Tribute to Chandrashekhar Azad on His Legacy Day



Noida, Sector-62, July 23, 2024: Students of Satyam School of Journalism and Mass Communication celebrated Chandrashekhar Azad Day today. Chandrashekhar Azad, originally named Chandrashekhar Tiwari, was one of the most renowned freedom fighters against British colonial rule. He ensured that the struggle for independence was boldly recognized by the foreign rulers.

Azad played a significant role in supporting Bhagat Singh and helped establish his revolutionary ideas. Known for his adoption of a violent approach to the freedom struggle, Azad's efforts were well noted by the British authorities.

His legacy inspired thousands of Indians to join the fight for freedom. Apart from being a revolutionary, Azad was also a great scholar of Sanskrit. Despite his short life, his contributions to India's freedom movement were substantial. The students of SSJMC proudly remember and honour his revolutionary activities as a freedom fighter on this day.

SSJMC Students Examine Union Budget 2024: Focus on Growth, Infrastructure, and Empowerment



Sector-62, Noida, July 23, 2024: The students of Satyam School of Journalism and Mass Communication took the opportunity to delve into the Union Budget 2024, presented by Union Finance Minister Nirmala Sitharaman in Parliament today. This marks the first budget speech from the newly-elected third Modi government and the seventh time Sitharaman has presented the budget. This year, the budget was notable for being paperless, with Sitharaman carrying a digital tablet in a red envelope. The Budget 2024 outlined nine key priorities aimed at creating ample opportunities for all. Key Highlights of the Union Budget 2024:

Women Empowerment: The government plans to set up working women hostels to boost female participation in the workforce.

Education and Employment: An allocation of ₹3.48 lakh crore is earmarked for education, employment, skill development, and job creation.

Regional Development: The 'Poorvodaya' initiative aims for the all-around development of the Eastern region of India, including Bihar, Jharkhand, West Bengal, Odisha, and Andhra Pradesh.

Tax Reforms: The Angel Tax has been abolished for all categories of investors.

Infrastructure Projects: ₹26,000 crore allocated for various road projects in Bihar, New airports and sports infrastructure plans were outlined, ₹11,500 crore will be provided to Bihar for flood mitigation, ₹15,000 crore in financial assistance for Andhra Pradesh to develop Amaravati, its new capital, Agriculture and Allied Sectors: A significant outlay of ₹1.52 lakh crore.

Public reactions to the Budget 2024 have been mixed, with some praising the focus on infrastructure development and others criticizing the perceived lack of relief for the common man.

ASPAM Scottish School Students Explore Journalism Careers at SSJMC Counselling Session



24 July,2024, Sector-62, Noida: Students from ASPAM Scottish School recently visited Satyam School of Journalism and Mass Communication (SSJMC) for a career counseling session. The session was conducted by Dr. Alam, who provided valuable insights into the field of journalism.

Dr. Alam discussed the role of journalists and the responsibilities of reporters in today's fast-paced media industry. He emphasized the importance of ethical journalism, fact-checking, and unbiased reporting. He also explained the various career opportunities available in print, digital, and broadcast journalism.

The interactive session allowed students to ask questions about the challenges and rewards of working in media. Dr. Alam encouraged aspiring journalists to develop strong communication skills, critical thinking, and a passion for storytelling.

The visit to SSJMC was an eye-opening experience for the students, inspiring them to explore journalism as a potential career path. The session ended with a discussion on the impact of media on society and the importance of responsible reporting.

Satyam School of Journalism and Mass Communication Celebrates Legacy of Svetlana Yevgenyevna Savitskaya



25 July, 2024, Sector-62, Noida: Students of Satyam School of Journalism and Mass Communication celebrated Svetlana Yevgenyevna Savitskaya Day today. Born on 8 August 1948, in Moscow, Russia, U.S.S.R., Savitskaya holds the distinction of being the first woman to walk in space.

In 1980, Savitskaya was selected to join the Soviet space program, where she began training for missions with the Soyuz and Salyut spacecraft. On 19 August 1982, as part of the Soyuz T-7 mission to the Salyut 7 space station, she became the second woman to enter outer space. On her second mission to Salyut 7, on 25 July 1984, she made history as the first woman to perform a spacewalk.

The students of SSJMC proudly honor and remember Savitskaya for her exceptional skill and courage, celebrating her legacy in the chronicles of spaceflight.

SSJMC Students Mark Kargil Vijay Diwas with Vox Pop Honouring Armed Forces' Sacrifice



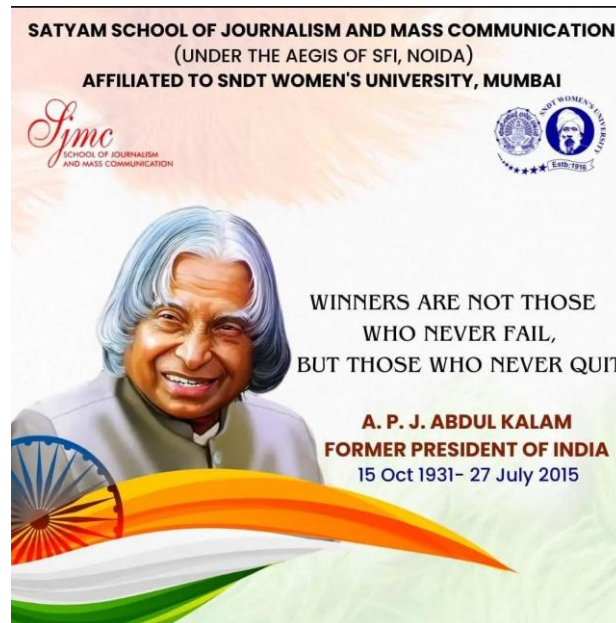
26 July, 2024, Sector-62, Noida: Students of Satyam School of Journalism and Mass Communication (SSJMC) commemorated Kargil Vijay Diwas by conducting a Vox Pop. This day, observed annually on 26th July, marks India's victory over Pakistan in the Kargil War of 1999.

In the Kargil district of Kashmir, Pakistani troops infiltrated the Indian side of the Line of Control (LoC), triggering the Kargil War. In response, the Indian Army launched Operation Vijay to reclaim the high-altitude positions. The conflict lasted for over two months, marked by intense fighting under challenging conditions.

The victory in the Kargil War fostered a deep sense of national pride and unity among Indians, showcasing the Indian Armed Forces' indomitable spirit and the nation's determination to protect its sovereignty.

SSJMC's aspiring journalists interviewed the public to gauge their understanding of Kargil Vijay Diwas. Their ground reports highlighted the sacrifices made by the Indian Armed Forces and reignited a sense of unity and patriotism among the people.

SSJMC Students Commemorate Dr. APJ Abdul Kalam's 9th Death Anniversary, Honoring His Legacy of Vision, Science, and Youth Empowerment.



27 July 2024, Sector-62, Noida: Students of Satyam School of Journalism and Mass Communication commemorated the ninth death anniversary of the beloved former President of India, Dr. APJ Abdul Kalam, fondly known as the 'Missile Man of India.'

Born in Rameswaram, Tamil Nadu, Dr. Kalam rose from humble beginnings to become the eleventh President of India. His contributions to the country are numerous, including advancements in launch vehicle and ballistic missile technology and playing a key role in the nuclear tests at Pokhran-II.

Dr. Kalam was always passionate about youth development and education. He is remembered for his simplicity, humility, and motivating leadership. His legacy continues to inspire millions.

The SSJMC family pays homage to this great leader, emphasizing the importance of education, youth empowerment, and scientific temper—principles that remain highly relevant today. Dr. Kalam's dream of a developed India continues to inspire generations.

SSJMC Students Attend Zee News Event on AI-Powered Exit Polls, Gaining Firsthand Insight into Tech-Driven Election Coverage



July 27, 2024, Sector-18, Noida: Students from the Bachelor of Mass Media (BMM) batch at Satyam School of Journalism and Mass Communication (SSJMC) attended an enlightening event at Zee News TV channel, exploring the upcoming Vidhan Sabha elections through AI-driven surveys and exit polls. Hosted by Anant Tyagi and ZEENIA (AI anchor), the event featured a lively debate with esteemed panelists, including:

- R P Singh (BJP spokesperson)
- Anuj Aadre (Congress spokesperson)
- Rajesh Gupta (AAP)
- Shashank (Director, ICPL)
- Vinod Agnihotri (senior journalist)

The session provided SSJMC students with a unique opportunity to gain behind-the-scenes insights into the role of AI in predicting election outcomes, fostering a deeper understanding of the intersection of technology and journalism.

SSJMC Students Observe World Nature Conservation Day, Promoting Environmental Awareness and Sustainable Action

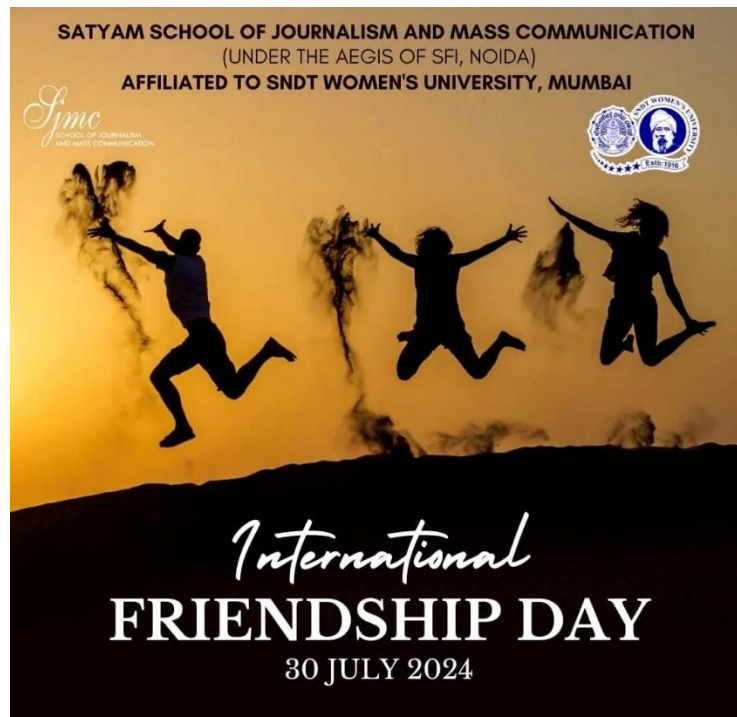


Noida, Sector-62, July 28-September 2024: Students of Satyam School of Journalism and Mass Communication (SSJMC) observed World Nature Conservation Day, a global event celebrated annually on July 28th. This day highlights the vital importance of preserving our planet's natural resources and ecosystems.

The SSJMC students recognized the significance of this day as a reminder of our collective responsibility to protect the environment for future generations. They emphasized the need for awareness and collective action to address environmental challenges and promote sustainability.

By participating in this global event, the students demonstrated their understanding of our interconnectedness with the natural world. Through their efforts, they aimed to inspire others to join in protecting the planet and building a sustainable future for all.

SSJMC Students Celebrate International Friendship Day, Emphasizing the Power of Unity and Meaningful Connections



Noida, Sector-62, July 30, 2024: Satyam School of Journalism and Mass Communication (SSJMC) students celebrated International Friendship Day with enthusiasm and warmth. This global event, observed on July 30, emphasizes the vital role of friendships in promoting peace, understanding, and cooperation among individuals and nations.

The students marked the occasion by participating in a special activity, where they expressed their love and appreciation for their friendships. They recognized the value of nurturing strong bonds and the positive impact it has on their lives.

By celebrating International Friendship Day, SSJMC students reinforced the importance of building bridges across cultures and communities, and fostering meaningful relationships that can drive positive change.

SSJMC Students Honor Shaheed Udham Singh on Martyrdom Day, Remembering His Unyielding Fight for Justice and Freedom



July 31, 2024, Sector-62, Noida: Students of Satyam School of Journalism and Mass Communication (SSJMC) commemorated the Martyrdom Day of Shaheed Udham Singh, a pioneering figure in India's freedom struggle against British colonial rule.

The Jallianwala Bagh massacre on April 13, 1919, was a pivotal moment that sparked Udham Singh's determination to seek justice. The brutal suppression of unarmed civilians by British troops led by Brigadier-General Reginald Dyer resulted in widespread loss of life and left a lasting impact on Udham Singh.

Undeterred by the challenges he faced, Udham Singh joined the Ghadar party in 1919 and became a key revolutionary activist, establishing the Azad party and expanding his network globally. His perseverance ultimately led to the execution of his plan to avenge the Jallianwala Bagh massacre by killing Michael O'Dwyer, the former Lieutenant Governor of Punjab, on March 13, 1940.

Udham Singh's sacrifice did not go in vain, as he became an iconic figure in India's freedom struggle. SSJMC students honored his legacy by rekindling the spirit of nationalism, remembering his unwavering determination, and drawing inspiration from his fight against injustice.

By commemorating Udham Singh's Martyrdom Day, SSJMC students reaffirmed their commitment to upholding the values of justice, equality, and freedom that he embodied. His legacy continues to inspire generations to stand up against injustice and fight for their rights.

SSJMC Students Engage with Spiritual Leader Shri Aniruddhacharya Ji at Zee News Event, Exploring Spirituality and Media Myths



August 2, 2024, Sector-18, Noida: Students from the Bachelor of Mass Media (BMM) program at Satyam School of Journalism and Mass Communication (SSJMC) attended an enlightening event at Zee News TV channel in Noida, featuring renowned spiritual leader Shri Aniruddhacharya Ji.

The event, hosted by anchor Pratyush Khare, provided a platform for Shri Aniruddhacharya Ji to address various questions and topics, including his viral "pravachan" (discourse) on social media, advice to his followers, and clarifications on misconceptions. The session also delved into the realm of memes and myths surrounding his persona.

The students found the session to be highly informative and eye-opening, offering valuable insights into the spiritual leader's teachings and philosophies. The event provided a unique opportunity for the students to engage with a prominent figure and explore the intersection of spirituality and media.

By attending this event, SSJMC students broadened their understanding of diverse perspectives and honed their skills in critical thinking and effective communication.

Commemorating a Watershed Moment: Satyam School of Journalism
Marks 5th Anniversary of Article 370 Abrogation



Noida, Sector-62, August 5, 2024: Students and faculty of Satyam School of Journalism and Mass Communication (SSJMC) observed the 5th anniversary of the historic abrogation of Article 370, a constitutional provision that previously granted special status to Jammu and Kashmir. This significant event in India's history marked a bold decision by the government to revoke the article, dividing the region into two union territories and sparking intense debates, protests, and discussions about autonomy, identity, and future.

The SSJMC community recognized the importance of this milestone, which evokes feelings of patriotism and nationalism, symbolizing a strong and unified India. The observance highlighted the government's willingness to take decisive actions, shaping the country's trajectory.

SSJMC Celebrates PR Education Day, Honoring Dr. CV Narasimha Reddi's Pioneering Contributions to Indian Public Relations



Noida, Sector-62, August 6, 2024: Students of Satyam School of Journalism and Mass Communication (SSJMC) observed PR Education Day, an annual celebration held on August 6th to commemorate the contributions of Dr. CV Narasimha Reddi, a pioneer in Indian Public Relations.

This day emphasizes the significance of education and skill development in the PR industry, aligning with SSJMC's mission to equip students with a comprehensive understanding of the communication landscape. By learning about PR strategies, media students develop critical thinking skills, enhancing their ability to analyze information dissemination and improve their storytelling capabilities.

The celebration at SSJMC aimed to inspire students to become well-rounded, effective, and ethical professionals in the field of journalism and mass communication.

SSJMC Students Shine in Interview Drive with Korean Corporation: A Gateway to Global Opportunities



SSJMC Students Shine in Interview Drive with Korean Corporation: A Gateway to Global Opportunities

Noida, Sector-62, August 7, 2024: The Bachelor of Mass Media (BMM) batch of Satyam School of Journalism and Mass Communication (SSJMC) witnessed an exciting interview drive today, conducted by Nishita, a renowned recruiter. The students were vying for the coveted position of "Content Writer" with a prestigious Korean corporation.

The interview session was a unique blend of education and enjoyment, as the interviewer not only assessed the students' writing skills but also introduced them to the vibrant Korean culture. This exposure broadened the students' horizons, providing a glimpse into the global world of content creation.

SSJMC has consistently offered its students a plethora of opportunities to explore their interests in diverse fields. This interview drive was another testament to the institution's commitment to bridging the gap between academia and industry. By providing a platform for students to engage with esteemed organizations, SSJMC empowers them to turn their passions into professions.

The students who participated in the interview drive expressed their gratitude to SSJMC for facilitating this enriching experience. As they await the outcome, they are filled with hope and anticipation, knowing that this opportunity could be the stepping stone to a global career.

SSJMC Celebrates National Handloom Day with Article Writing Competition, Promoting India's Rich Handloom Heritage



7 august,2024, Sector-62, Noida: Satyam School of Journalism and Mass Communication (SSJMC) celebrated National Handloom Day by organizing an engaging Article Writing Competition for BMM Semester 3rd and 5th students. With great enthusiasm, students penned insightful articles highlighting the significance of National Handloom Day and its relevance in today's world.

Observed annually on August 7, National Handloom Day pays tribute to India's rich handloom heritage and the weaving community that sustains it. The day also marks the Swadeshi Movement, launched in 1905 as a response to British colonial rule, urging Indians to support local industries and handmade products. By promoting indigenous textiles, the movement became a symbol of self-reliance and resistance.

Through this competition, students explored the economic, cultural, and sustainable aspects of handlooms, emphasizing their role in preserving traditional crafts, empowering artisans, and promoting eco-friendly fashion. Their articles reflected deep appreciation for India's handloom sector and the need to support it in the modern era.

SSJMC's initiative successfully reinforced the importance of handloom traditions, instilling a sense of pride among students while encouraging them to contribute towards sustaining this valuable industry. The event was a true celebration of India's artistic legacy and self-sufficiency.

SSJMC Celebrates Teej Festival, Embracing Love, Devotion, and Cultural Heritage



7 august,2024, Sector-62, Noida: Today marks the vibrant and significant Hindu festival of Teej, celebrated with great devotion, especially in northern India. At Satyam School of Journalism and Mass Communication (SSJMC), this auspicious occasion is recognized as a celebration of love, devotion, and prosperity.

Dedicated to Goddess Parvati, the festival symbolizes her divine union with Lord Shiva, emphasizing the themes of marital harmony, fertility, and the blessings of nature. Women observe fasts, dress in traditional attire, and participate in cultural festivities, music, and dance, embracing India's rich traditions.

SSJMC acknowledges the importance of such festivals in preserving cultural heritage and fostering unity. By celebrating Teej, students are encouraged to understand its significance in faith, relationships, and devotion.

On this special day, may Goddess Parvati bless you with love, happiness, and prosperity. Wishing everyone at SSJMC a joyful and blessed Teej!

SSJMC Leads "Roshni" Literacy Campaign in Indirapuram, Empowering Women and Children through Education



Indirapuram, Ghaziabad, 9th August 2024: Satyam School of Journalism & Mass Communication, Sector 62, Noida (affiliated with SNDT Women's University, Mumbai), hosted a transformative "Literacy Campaign" today under the theme, Roshni: Hopeful Eyes, Lifelong Learning; Education Changes Everything. This initiative aimed to educate and empower children and women in the slum areas of Indirapuram.

During the campaign, children were taught vital lessons on "Hygiene and Good Touch, Bad Touch," and were provided with stationery goodies. Meanwhile, women received essential education on "Menstruation," along with sanitary pads and wallets.

The entire BMM department played an active role in this special campaign, from educating the community to distributing the much-needed supplies. The materials were carefully transported and handed out by a dedicated team of teachers, students, and staff.

This campaign offered students an invaluable opportunity to step out of their comfort zones, develop social awareness, and make a meaningful contribution to society. The well-coordinated and managed event was met with gratitude from the community, who appreciated the education and assistance provided.

Notable attendees included Mrs. Priyanka Sarkar, HOD, SSJMC; Ms. Charu Ahluwalia and Ms. Meenakshi Sachdeva, Assistant Professors; and students from all semesters of B.A. (Mass Media). The campaign was both empowering and inspiring, leaving a lasting impact on everyone involved.

SSJMC Students Attend News Nation Event, Exposing Fake Spiritual Leaders and Unmasking Blind Faith



Noida, Sec 126, August 12, 2024: Students from the Bachelor of Mass Media (BMM) batch at Satyam School of Journalism and Mass Communication (SSJMC) attended a thought-provoking event at News Nation TV News Channel, Noida, as part of their ongoing series "Chamatkar ka Live Test". The program aims to expose fraudulent spiritual leaders who deceive the public under the guise of spirituality.

The discussion focused on educating the audience about the critical difference between faith (Vishwas) and blind faith (Andhvishwas). The event featured an exposé of "Narender Das Ji: Lahrain Sarkar Dham", who claims to solve problems through "Parchi". Renowned guests, including Ravinder Kumar (mentalist), Swami Dayanand (Hindi guru), Gautam (mind reader), Naman (mind reader), and Dr. Kapil Kakkad, shared their insights on discerning real spirituality from fraudulent practices.

The session was eye-opening, revealing how fake spiritual leaders use psychological tricks to manipulate people in the name of God. Gautam and Naman demonstrated various psychological tricks, explaining the science behind them and how they are exploited by these individuals. The event provided valuable lessons on distinguishing genuine faith from blind belief, leaving a lasting impact on the SSJMC students.

Empowering the Future: SSJMC Celebrates International Youth Day with a Focus on Digital Pathways



Noida, Sector-62, August 12, 2024: Satyam School of Journalism and Mass Communication (SSJMC) marked International Youth Day with great enthusiasm, recognizing the immense potential of young people as catalysts for global change. This year's theme, "From Clicks to Progress: Youth Digital Pathways for Sustainable Development," highlighted the vital role of youth in harnessing digital technologies to drive positive impact.

SSJMC students engaged in thought-provoking discussions, emphasizing the significance of youth contributions to the country's growth and economy. They acknowledged the ability of young people to innovate, connect, and create solutions to pressing global challenges.

Through this celebration, SSJMC reinforced its commitment to empowering youth, equipping them with the skills and knowledge necessary to shape a better future. By embracing digital pathways, the students demonstrated their readiness to take on leadership roles and drive sustainable development.

The event served as a reminder that young people are not just the future but also the present, and their collective efforts can lead to meaningful progress and positive change.

SSJMC Students Experience Inner Peace Through Heartfulness Meditation Session



Noida, Sector-62, August 13, 2024: Satyam School of Journalism and Mass Communication (SSJMC) hosted a unique Heartfulness Meditation Session, featuring guest facilitators Meenu Gupta (Healer and Trainer in Heartfulness) and G. Kusumanjali (Heartfulness Practitioner).

The session began with an engaging activity, "Director's Draw," where students played a game of drawing and guessing, illustrating how messages can be perceived differently based on individual understanding.

Following the activity, the students participated in a 15-minute meditation session, which left them feeling relaxed and centered. This experience highlighted the importance of relaxation in meditation and its benefits for the mind and body.

The Heartfulness Meditation Session was a resounding success, leaving SSJMC students eager for more mindful experiences.

SSJMC Students Attend News Nation Event, Exposing Fake Spiritual Leaders and the Manipulation of Blind Faith



Noida, Sec 126, August 13, 2024: Students from the Bachelor of Mass Media (BMM) batch at Satyam School of Journalism and Mass Communication (SSJMC) attended a thought-provoking event at News Nation TV News Channel, Noida, as part of their ongoing series "Chamatkar ka Live Test". The program aims to expose fraudulent spiritual leaders who deceive the public under the guise of spirituality.

The session was eye-opening, revealing how fake spiritual leaders use psychological tricks to manipulate people in the name of God. Psychologists demonstrated various psychological tricks, explaining the science behind them and how they are exploited by these individuals. The event provided valuable lessons on distinguishing genuine faith from blind belief, leaving a lasting impact on the SSJMC students.

SSJMC Students Shine at "Jashn-e-Sahafat" Media & Journalism Event, Networking with Industry Leaders



New Delhi, IIC, August 14: Students from Satyam School of Journalism and Mass Communication (SSJMC) attended the prestigious "Jashn-e-Sahafat: e4m Urdu Journalism 40 under 40 | 2nd Edition" event, organized by Dr. Annurag Batra and the exchange4media group.

The event featured an impressive lineup of notable guests, including Dr. Annurag Batra (Chairman and Editor-in-Chief), Dr. Harish Bhalla (Cultural Czar and Social Crusader), Dr. S.Y. Quraishi (Former Chief Election Commissioner, Government of India), and other thought leaders who shared their remarkable stories and insights, serving as a powerful source of inspiration and motivation.

SSJMC students had the opportunity to connect with industry leaders, experts, and like-minded professionals, forging valuable connections that could shape their career trajectories. The event offered a unique platform for networking, learning, and growth, leaving a lasting impact on the students.

Satyam Group of Institutions Celebrates India's 78th Independence Day with Patriotism and Unity



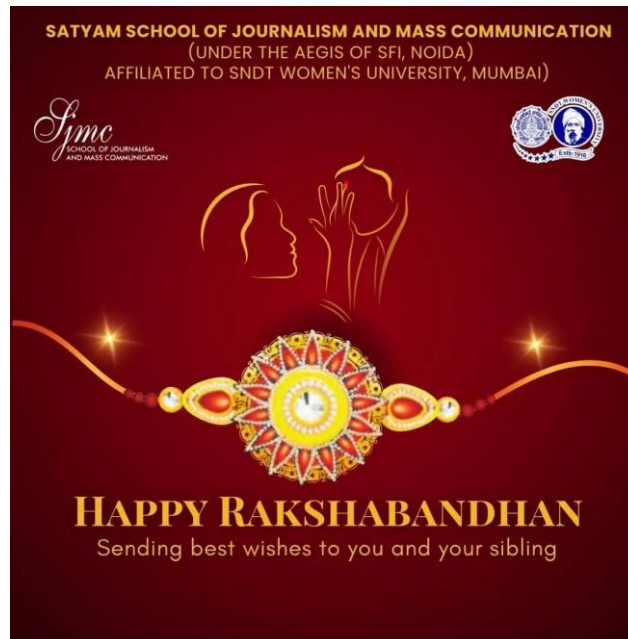
Noida, Sector-62, August 15, 2024: Satyam Group of Institutions was alive with patriotic zeal as it celebrated India's 78th Independence Day with grandeur and unity. The event saw the participation of teachers, staff members, students, and their families, all coming together to honor the nation's historic milestone.

The festivities commenced with a stirring flag-hoisting ceremony at 9:00 am, followed by a rousing rendition of the National Anthem. Mrs. Sneha Singh, Chairperson of Satyam Group of Institutions, led the event along with prominent figures including Dr. Binita Aggrawal (Principal, Satyam College of Education) and Dr. Vandana Jaglan (Principal, Satyam Fashion Institute) and Mrs. Priyanka Sarkar, HOD, SSJMC.

Heartfelt speeches by esteemed faculty members inspired all in attendance with messages of patriotism and respect for the country. The celebration culminated with vibrant performances, including dance, music, and poetry, as well as group photographs and a sincere vote of thanks, symbolizing the day's unity and joy.

As India celebrates its 78th year of independence, Satyam Group of Institutions continues to nurture future leaders grounded in values of integrity, excellence, and national pride.

SSJMC Celebrates Raksha Bandhan 2024, Honoring Sibling Bonds of Love, Protection, and Unity



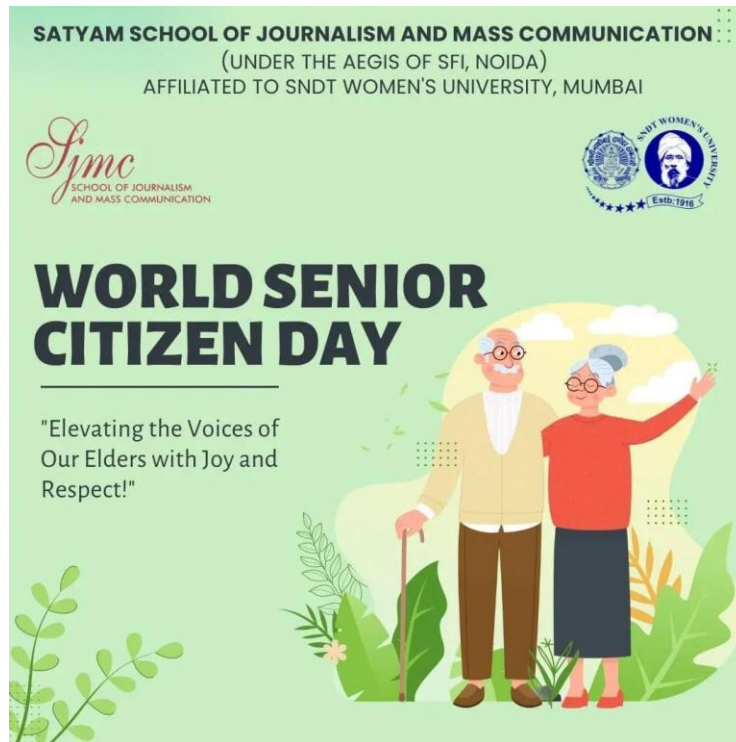
Noida, Sector-62, August 19, 2024: The Satyam School of Journalism and Mass Communication (SSJMC) embraced the spirit of Raksha Bandhan 2024 with warmth and enthusiasm, honoring the cherished bond between brothers and sisters. This festival, rooted in love, protection, and familial unity, holds a deep cultural significance across India.

In a day filled with festive cheer, students and staff gathered to celebrate the sacred occasion with a mix of traditional rituals and modern sentiments. Sisters tied vibrant rakhis around the wrists of their brothers, symbolizing their love and prayers for their well-being, while brothers, in return, pledged to protect and care for them throughout their lives. The exchange of thoughtfully chosen gifts, delicious sweets, and heartfelt wishes further enriched the event.

The celebration at SSJMC was not just a personal reflection of sibling love but also a communal expression of togetherness. The day underscored the importance of relationships in fostering a supportive and harmonious environment, mirroring the ethos of the institution.

SSJMC extends its warmest wishes to all for a joyous Raksha Bandhan, filled with love, prosperity, and unity. May this special day bring happiness, renewal of bonds, and cherished memories to everyone.

SSJMC Celebrates World Senior Citizen's Day, Honoring the Wisdom and Legacy of Elder Generations

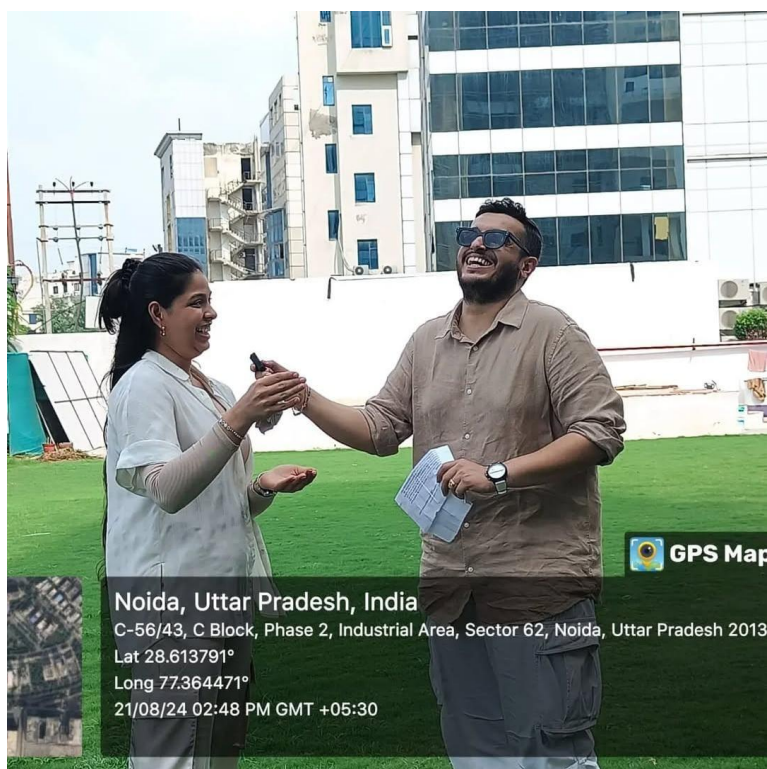


Noida, Sector-62, August 21, 2024: Satyam School of Journalism and Mass Communication (SSJMC) proudly marked World Senior Citizen's Day, an annual global event held on August 21st to honor the contributions and legacy of senior citizens.

This special occasion highlights the enduring wisdom, experience, and achievements of the elderly while raising awareness about the unique challenges they face. The celebration underscores the importance of fostering age-friendly environments and promoting respect for older generations, aiming to build a more inclusive and supportive society for people of all ages.

SSJMC used this moment to express deep gratitude to senior citizens for their lifelong dedication, recognizing the pivotal role they continue to play in shaping a brighter future for generations to come.

SSJMC and Red FM Collaborate to Expose the Dangers of Fake News in Engaging Vox Pop Session



Noida, Sector-62, August 21, 2024: Satyam School of Journalism and Mass Communication (SSJMC) partnered with Red FM to host a thought-provoking "Vox Pop Session" with RJ Rohan, delving into the pressing issue of fake news in the digital age.

The engaging discussion centered around the manipulation and distortion of citizens' perceptions through fake news, and strategies for protecting oneself from its far-reaching consequences. RJ Rohan posed insightful questions, encouraging participants to share their perspectives and experiences.

Through this informative session, SSJMC and Red FM aimed to raise awareness about the importance of media literacy, critical thinking, and fact-checking in today's information-rich landscape. The event provided a unique opportunity for students to engage with industry experts, fostering a deeper understanding of the complexities surrounding fake news and its impact on society.

The session was a resounding success, offering a fun and interactive platform for exploring the challenges and solutions related to fake news. By exploring this critical issue, SSJMC and Red FM demonstrated their commitment to promoting media awareness, responsible journalism, and informed citizenship.

SSJMC Students Expose Deceptive Practices of Fake Spiritual Leaders at News Nation's "Chamatkar ka Live Test"



Noida, Sec 126, August 22, 2024: A group of students from the Bachelor of Mass Media (BMM) batch at Satyam School of Journalism and Mass Communication (SSJMC) attended a captivating event at News Nation TV News Channel, Noida, as part of their ongoing series "Chamatkar ka Live Test". The program aimed to expose fraudulent spiritual leaders who deceive the public under the guise of spirituality, revealing the truth behind their manipulative tactics. The event featured a thought-provoking exposé of various spiritual leaders, including "Phalhari Baba" and others, who claim to perform miracles in the name of devotion. Renowned guests, including Ravinder Kumar (Hypnotist), Amar Singh (Mentalist), and Rajkumar (Magician), shared their expertise on distinguishing real spirituality from fraudulent practices.

Through interactive demonstrations, the panelists revealed how fake spiritual leaders exploit psychological tricks to manipulate people in the name of God. They explained the science behind these tricks, providing valuable insights into the tactics used by these individuals. The session was eye-opening, leaving a lasting impact on the SSJMC students.

The event served as a valuable learning experience, teaching the students to discern genuine faith from blind belief. By shedding light on the deceptive practices of fake spiritual leaders, News Nation's "Chamatkar ka Live Test" series promotes critical thinking and informed decision-making. SSJMC's participation in this event aligns with its commitment to fostering media awareness, responsible journalism, and informed citizenship. The students' experience will undoubtedly influence their approach to reporting on sensitive topics, ensuring a more nuanced and informed perspective.

SSJMC Students Perfect Their Cricket Skills at Workshop Led by RJ Manan Thakral



Noida, Sector-62, August 22, 2024: The Sports Cell under the Internal Quality Assurance Cell (IQAC) of Satyam School of Journalism and Mass Communication (SSJMC) collaborated with CAPS Academy to host a comprehensive workshop on "Cricket Skill Enhancement" for students. The engaging session, moderated by renowned RJ Manan Thakral, aimed to refine students' cricketing skills through expert guidance and hands-on practice.

The workshop commenced with RJ Manan Thakral outlining the objectives, emphasizing the importance of skill development and practical insights in cricket. The interactive session allowed students to ask questions, receive personalized advice, and gain valuable feedback from the expert.

RJ Manan Thakral shared his extensive knowledge, covering essential aspects of cricket, including batting, bowling, and fielding techniques. He also stressed the significance of physical fitness, mental toughness, and teamwork in the sport.

The workshop concluded with RJ Manan Thakral summarizing key takeaways and encouraging students to join CAPS Academy to further broaden their skill development. The "Cricket Skill Enhancement" workshop successfully met its objectives, providing cricket enthusiasts with valuable information, expert advice, and a platform to hone their skills.

Through this initiative, SSJMC demonstrated its commitment to fostering a holistic learning environment, where students can explore their passions and develop their interests beyond academics. The workshop's success has paved the way for future collaborations, aiming to elevate student engagement and excellence in sports.

SSJMC Celebrates Janmashtami with Devotion and Cultural Spirit



Noida, Sector-62, August 26, 2024: Satyam School of Journalism and Mass Communication (SSJMC) was abuzz with excitement as students, faculty, and management came together to celebrate Janmashtami, the birth of Lord Krishna. The festival, steeped in tradition and cultural significance, reflected the spirit of devotion and festivity that defines Indian culture.

With great enthusiasm, the college community honored the life and teachings of Lord Krishna, emphasizing the importance of righteousness, truth, and compassion. The celebrations were a testament to the college's commitment to preserving and promoting India's rich cultural heritage.

Through collective expressions of joy and devotion, SSJMC's Janmashtami celebration conveyed a powerful message of unity and peace. As the college extends warm wishes to everyone on this auspicious occasion, it reaffirms its dedication to fostering a harmonious and inclusive environment.

SSJMC Students Shine at Zee News' Prestigious "Ek Bharat, Shresht Bharat: States Make a Nation" Event



Students from Satyam School of Journalism and Mass Communication (SSJMC) took part in the distinguished "Ek Bharat, Shresht Bharat: States Make a Nation" event, organized by Zee News. This unique initiative brought together prominent Chief Ministers, Union Ministers, and experts to discuss the crucial role of states in national development.

The event featured a prestigious lineup of political leaders, cultural figures, and intellectuals, including Shri Nitin Gadkari (Union Minister of Road Transport & Highways), Shri Jitan Ram Manjhi (Union Minister of Micro, Small and Medium Enterprises), Shri Chirag Paswan (Union Minister of Food Processing Industries), Shri Harsh Malhotra (MoS, Ministry of Road Transport & Highways), Shri S. P. Singh Baghel (MoS, Ministry of Fisheries, Animal Husbandry and Dairying, and Panchayati Raj), Shri Pushkar Singh Dhami (Chief Minister of Uttarakhand), Shri Vijay Kumar Sinha (Deputy Chief Minister of Bihar), and Shri Manish Sisodia (Former Deputy Chief Minister of Delhi), among many other esteemed guests. They highlighted the importance of national unity and the media's influential role in shaping public opinion.

For SSJMC students, this event served as a valuable platform to witness the intersection of media, politics, and culture firsthand. It not only enhanced their academic knowledge but also inspired them to make a meaningful contribution to India's media landscape.

Satyam Group Ignites Competitive Spirit on National Sports Day with "Speed Star Championship"



Noida, Sector-62, August 29, 2024 Satyam Group of Institutions marked National Sports Day with the exhilarating "Speed Star Championship," bringing together students from SSJMC, SFI, and SCE. This dynamic event celebrated the athletic talent and competitive drive of the students, promoting a vibrant and active campus culture.

The championship featured thrilling races like the Lemon Race, Ball Balance Race, and Hula Hoop, where participants from all three departments showcased their determination and skill. The atmosphere buzzed with excitement as students and faculty cheered on the competitors.

Winners were honored with trophies and certificates, celebrating their outstanding achievements. Among them, Aarchi Pradhan (1st year) triumphed in the Lemon Race, while M. Tanushya (2nd year) and Muskan Chaudhary (3rd year) secured victories in the Ball Balance Race, all representing SSJMC.

The event underscored the significance of sports in enhancing physical and mental well-being, building teamwork, and cultivating leadership qualities. Satyam Group of Institutions continues to champion sports and physical activity, aiming to create a holistic educational environment that nurtures well-rounded individuals.

Empowering Tomorrow's Leaders: SSJMC Students Excel at Influential India Awards 2024



On September 4th, 2024, a group of dynamic students from Satyam School of Journalism and Mass Communication (SSJMC) had the honor of volunteering at the prestigious Influential India Awards 2024, hosted at the Radisson Blu Hotel in Dwarka Sector 13, New Delhi. This annual event is a grand celebration of individuals who have made remarkable contributions and left an indelible mark on the lives of others.

The Influential India Awards honored distinguished professionals from diverse fields, including doctors, teachers, social media influencers, makeup artists, and more. These awardees were recognized for their outstanding work, innovative ideas, and the positive influence they've had on their communities. The event showcased the transformative power of dedication, hard work, and passion. Meticulously organized by Mr. Manish and Mrs. Amrita Kar, the event was hosted by the charismatic Anchor Kajal Saraswat, with awards presented by the esteemed actress Sunita Rajwar, adding an air of elegance to the ceremony.

The SSJMC students played a crucial role in the seamless execution of the event. They exhibited exceptional teamwork and dedication, handling guest registration, supporting the event organizers, and managing backstage responsibilities. Their enthusiasm and commitment were outstanding, providing them with invaluable experience in event management and opportunities to engage with inspiring figures. The Influential India Awards 2024 was a resounding success, and the SSJMC students were proud to be a part of this extraordinary event. The experience not only enhanced their skills but also motivated them to become future leaders and agents of change.

As the curtains closed on the Influential India Awards 2024, the SSJMC students departed with a profound sense of pride, accomplishment, and a renewed passion for making a positive impact on the world.

SSJMC Launches Literacy Campaign on Teacher's Day to Empower Local Communities



Noida, Sector-62, September 5th, 2024: On the occasion of Teacher's Day, Satyam School of Journalism and Mass Communication (SSJMC) organized a special Literacy Campaign to promote education in the local community. The event was a heartfelt tribute to the role of teachers in shaping society and a proactive step towards contributing to the betterment of education.

The campaign aimed to raise awareness about the importance of literacy and education, especially for underprivileged children and women. A team of student volunteers visited nearby communities, distributing educational materials like books, notebooks, and stationery. They interacted with women and children, emphasizing the importance of education and menstrual health. Children received stationery goodies, while women were provided with sanitary pads.

The Literacy Campaign concluded on a positive note, with students expressing their commitment to continue participating in community-oriented activities. The event successfully highlighted the literacy crisis in the region and demonstrated how small efforts can make a significant impact.

A Heartfelt Tribute: SSJMC Students Celebrate Teachers' Day with Gratitude and Joy



Noida, Sector-62, September 5th, 2024: Satyam School of Journalism and Mass Communication (SSJMC) students came together to celebrate Teachers' Day with great enthusiasm and reverence, honoring their faculty's incredible dedication, guidance, and hard work. The event was a testament to the strong bond between students and teachers, showcasing the students' love and respect for their mentors.

The celebration began with a variety of cultural programs, including mesmerizing dance performances, soulful singing, and heartfelt poem reciting. These performances not only entertained the audience but also highlighted the students' appreciation for their teachers' tireless efforts. The students' creativity and talent were on full display, leaving the teachers and staff in awe. A fun and engaging "Paper Dance" activity was planned for the teachers, adding a lighthearted and playful touch to the celebration. The winning faculty member received a prize from the students, amidst cheers and applause. This activity brought out the child in everyone, creating a joyful atmosphere that filled the room. The celebration continued with heartfelt speeches from the teachers, who expressed their gratitude and love for their students. They shared stories of their own teachers and mentors, highlighting the impact that good teachers can have on their students' lives. The speeches were a poignant reminder of the importance of teachers in shaping young minds.

As a token of love and appreciation, the students presented their teachers with a beautiful bouquet, complete with roses, pens, chocolates, handmade bookmarks, and a cake-cutting ceremony. This thoughtful gesture touched the hearts of the teachers, who felt seen and appreciated.

The Teachers' Day celebration at SSJMC was a perfect blend of gratitude, fun, and togetherness, leaving lasting memories for everyone involved. It was a testament to the power of relationships and the impact that teachers can have on their students' lives. As the celebration came to a close, the students and teachers left with full hearts, looking forward to another year of learning, growing, and making memories together.

A Spiritual Journey: SSJMC Students Gain Insight at "Ganesh Chaturthi par Shani Kripa" Event at Zee News



On September 6, 2024, students from Satyam School of Journalism and Mass Communication's (SSJMC) Bachelor of Mass Media (BMM) batch had the privilege of attending a unique and enlightening event, "Ganesh Chaturthi par Shani Kripa," at Zee News in Noida, Sector-18. The event featured renowned spiritual leader Dati Maharaj Ji, who shared his profound wisdom on the significance of Ganesh Chaturthi and its connection to the influence of Shani (Saturn) in astrology. The event was skillfully hosted by prominent Zee News anchor Pratyush Khare, who engaged Dati Maharaj Ji in a thought-provoking discussion on the customs, beliefs, and spiritual practices associated with Ganesh Chaturthi. Dati Maharaj Ji offered valuable insights and advice on practices devotees can follow to gain Lord Ganesha's blessings, as well as highlighted rituals to avoid during the festival, especially in relation to appeasing the planetary influence of Shani.

The discussion was followed by an engaging Q&A session, where students and attendees had the opportunity to ask questions directly to Dati Maharaj Ji. This interactive session allowed participants to clarify their doubts and seek guidance on various aspects of spiritual practices and astrology.

The event provided SSJMC students with a unique opportunity for spiritual enrichment and growth, as well as insight into how media platforms can facilitate discussions on spirituality and astrology. The experience will undoubtedly contribute to their academic and professional journeys in the media field, enabling them to approach topics with a deeper understanding and sensitivity.

The event highlighted the importance of balancing spiritual growth with academic and professional pursuits, demonstrating how media can play a significant role in promoting spiritual awareness and understanding. As the students return to their academic routine, they carry with them valuable lessons and insights from Dati Maharaj Ji, which will undoubtedly shape their perspectives and approaches to their future endeavors.

Voices of Change: SSJMC Students Engage with Industry Luminaries at Dainik Jagran's 'Jagran Samvadi' Event



On September 12, 2024, the students of Satyam School of Journalism and Mass Communication (SSJMC) had the privilege of attending the esteemed "Jagran Samvadi" event, organized by Dainik Jagran at the Conference Hall, Delhi University. This prestigious gathering celebrated the spirit of free speech, dialogue, and intellectual exchange, bringing together some of the most prominent voices in the industry. The event featured an impressive lineup of speakers, including: Kangana Ranaut, renowned actress and MP, who shared her insights on the power of free speech; Ricky Kej, three-time Grammy Award-winning musician, who discussed the impact of music on social change; Siddhant Chaturvedi, actor, who spoke about the role of cinema in shaping public opinion.

- Malavika Mohanan, actress, who shared her experiences as a woman in the film industry
- Prasoon Joshi, lyricist and poet, who recited his thought-provoking poetry
- Prof. Yogesh Singh, Vice Chancellor of Delhi University, who emphasized the importance of intellectual exchange in academia

A thought-provoking discussion session on student politics was also organized, providing a platform for exchange of ideas and perspectives. The session was moderated by a renowned journalist and featured panelists from various political backgrounds. The students' experience at "Jagran Samvadi" was enriching and educational, offering valuable insights into the practical aspects of journalism and media. This exposure has prepared them for their future careers in the field, empowering them to become informed, engaged, and influential voices in the industry. By attending this event, SSJMC students demonstrated their commitment to learning and growth, embracing opportunities to engage with luminaries and expand their knowledge. The event served as a catalyst for inspiration, motivating students to become active participants in shaping the narrative of our society.

हिंदी दिवस पर SSJMC के छात्रों ने पोस्टर प्रतियोगिता के माध्यम से प्रदर्शित की अपनी रचनात्मकता



नोएडा, सेक्टर-62, 14 सितंबर 2024: सत्यम् स्कूल ऑफ जर्नलिज्म एंड मास कम्युनिकेशन के छात्रों ने हिंदी दिवस के अवसर पर एक पोस्टर प्रतियोगिता का आयोजन किया, जिसमें उन्होंने अपनी रचनात्मकता और कलात्मकता का बेहतरीन प्रदर्शन किया। इस प्रतियोगिता का मुख्य उद्देश्य छात्रों में हिंदी भाषा के प्रति जागरूकता बढ़ाना और उनकी रचनात्मकता को प्रोत्साहित करना था।

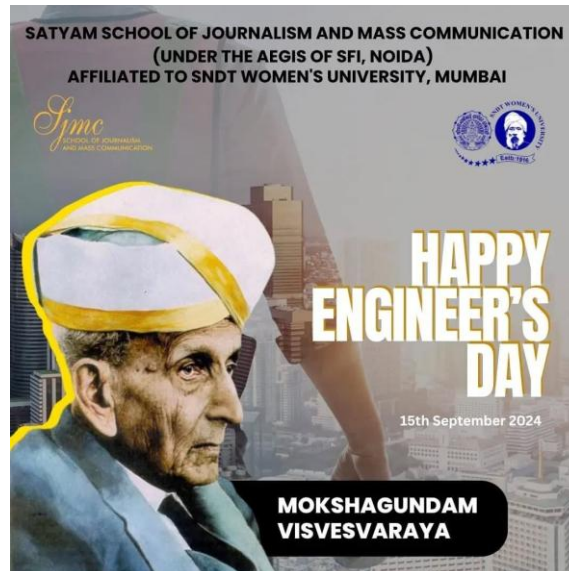
छात्रों ने हिंदी भाषा के महत्व को उजागर करते हुए आकर्षक और रचनात्मक पोस्टर बनाए, जिनमें उन्होंने अपने विचारों और कला के माध्यम से हिंदी भाषा के प्रति अपने प्रेम और सम्मान को व्यक्त किया। इस अवसर पर छात्रों ने हिंदी भाषा की विरासत और उसके विकास पर भी चर्चा की।

इस प्रतियोगिता ने छात्रों को अपनी रचनात्मकता दिखाने का एक मंच प्रदान किया और उन्हें हिंदी भाषा के महत्व को समझने में मदद की। छात्रों के पोस्टरों में हिंदी भाषा की सुंदरता और उसके महत्व को दर्शाया गया था। इस प्रतियोगिता के माध्यम से छात्रों ने हिंदी भाषा के प्रति अपने प्यार और सम्मान को व्यक्त किया।

इस अवसर पर SSJMC के Dean डॉ. एम. आलम ने कहा, "हिंदी भाषा हमारी मातृभाषा है और हमें इसका सम्मान करना चाहिए। इस प्रतियोगिता के माध्यम से हम छात्रों में हिंदी भाषा के प्रति जागरूकता बढ़ाना चाहते हैं और उनकी रचनात्मकता को प्रोत्साहित करना चाहते हैं।"

इस प्रतियोगिता में भाग लेने वाले छात्रों ने अपने अनुभव साझा किए और कहा कि यह प्रतियोगिता उन्हें हिंदी भाषा के महत्व को समझने में मदद करेगी और उनकी रचनात्मकता को बढ़ावा देगी।

Empowering Innovation: SSJMC Celebrates Engineer's Day with Webinar and Tribute to Sir Mokshagundam Visvesvaraya



Noida, Sector-62, September 15, 2024: Satyam School of Journalism and Mass Communication (SSJMC) commemorated Engineer's Day, honoring the birth anniversary of the visionary Sir Mokshagundam Visvesvaraya, a pioneer in Indian engineering and statesmanship.

Born in 1861, Sir Visvesvaraya's groundbreaking contributions to infrastructure development, water resource management, and irrigation techniques have left an indelible mark on the nation. His magnum opus, the Krishna Raja Sagara Dam in Karnataka, revolutionized the region's agriculture and industry.

Engineer's Day celebrates the pivotal role engineers play in nation-building, from innovative technology to modern infrastructure. SSJMC students organized a webinar to:

- Promote engineering innovation and excellence
- Recognize outstanding contributions to the field
- Discuss challenges faced by the engineering community

This event aimed to inspire future generations to pursue engineering careers, driving economic and technological progress. By paying tribute to Sir Visvesvaraya's legacy, SSJMC acknowledged the significance of engineering in shaping a better tomorrow.

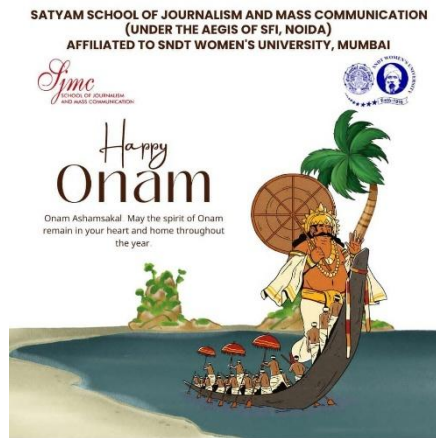
SSJMC Celebrates Doordarshan Day: A Tribute to India's Broadcasting Pioneer



September 15, 2024, Sector-62, Noida: The Satyam School of Journalism and Mass Communication (SSJMC) marked Doordarshan Day with great enthusiasm, paying tribute to India's iconic public service broadcaster. Doordarshan Day, celebrated annually on September 15th, commemorates the establishment of Doordarshan in 1959, a milestone that forever transformed television broadcasting in India. In 1959, Doordarshan began as a humble experimental broadcast in Delhi, with limited programming and resources. However, over the decades, it grew into a national phenomenon, providing millions of Indian households with access to news, education, and entertainment. Through programs like "Krishi Darshan," which catered to farmers, "Chitrahaar," a beloved collection of Bollywood songs, and the epic "Ramayana," which brought the nation together every Sunday morning, Doordarshan became a cultural cornerstone.

Doordarshan's unique impact was not limited to urban areas; it played a pivotal role in promoting education and literacy in rural India. Its reach extended to the remotest corners of the country, with programs designed to educate and uplift underrepresented communities. The broadcaster helped bridge the urban-rural divide by bringing educational content, cultural programming, and national news to all. In today's rapidly evolving digital landscape, Doordarshan remains a reminder of the pioneering spirit that shaped India's broadcasting industry. It paved the way for modern television in India and introduced generations to the magic of visual storytelling. SSJMC's celebration of Doordarshan Day serves as a reflection on the enduring legacy of this broadcaster, which continues to shape the future of Indian media. Through panel discussions, presentations, and a short film screening, SSJMC students and faculty honored the broadcaster's contributions to the media landscape. The event also featured conversations on the evolving role of public service broadcasters in the age of digital media, underscoring Doordarshan's relevance in today's media ecosystem.

Celebrating Unity and Prosperity: SSJMC Joins in Onam Festivities with Cultural Fervor



Noida, Sector-62, September 15, 2024: Satyam School of Journalism and Mass Communication (SSJMC) extended warm Onam greetings to its students, staff, and the wider community, embracing the vibrant spirit of Kerala's harvest festival.

Onam, a celebration of unity, prosperity, and the legendary return of King Mahabali, was marked with enthusiasm and joy at SSJMC. The institution organized a plethora of cultural programs and activities, including:

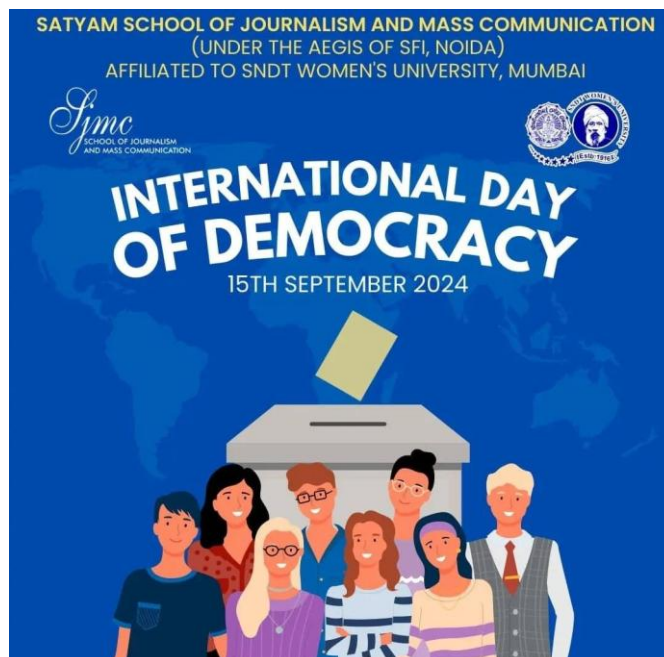
- Traditional games, reviving ancient Kerala customs
- Pookalam (floral carpet) making competitions, showcasing artistic flair
- Captivating performances highlighting Kerala's rich cultural heritage

These events aimed to foster a sense of community and camaraderie among students, staff, and faculty, while honoring the festival's significance.

On this auspicious occasion, SSJMC wished everyone: Happiness and peace, filling hearts and homes Prosperity, nourishing minds and spirits Unity, strengthening bonds and relationships

By participating in Onam celebrations, SSJMC reaffirmed its commitment to promoting cultural diversity, understanding, and exchange. Quote from Ms Priyanka Sarkar, HOD, SSJMC : "Onam's message of unity and prosperity resonates deeply with our institution's values. We're delighted to share in the joy and festivities with our community."

Empowering Voices, Enriching Democracies: SSJMC Celebrates International Day of Democracy



Noida, Sector-62, September 15, 2024: Satyam School of Journalism and Mass Communication (SSJMC) marked the International Day of Democracy with a series of engaging events, underscoring the significance of democratic values, freedom of speech, and media's role in promoting transparent governance.

The day's festivities aimed to educate and inspire students and faculty, fostering a deeper understanding of democracy's principles and practices. Through interactive sessions, discussions, and activities, SSJMC highlighted the importance of:

- Promoting democratic values and human rights
- Encouraging freedom of speech and expression
- Recognizing media's crucial role in holding those in power accountable

By acknowledging the International Day of Democracy, SSJMC reaffirmed its dedication to nurturing future media professionals who will contribute to vibrant, inclusive, and democratic societies.

Quote from Ms Priyanka Sarkar, HOD, SSJMC: "As an institution committed to shaping the next generation of media leaders, we believe it's essential to instill democratic values and principles in our students. Today's celebrations reinforce our mission to empower voices and enrich democracies."

SSJMC Honors the Spirit of Craftsmanship on Vishwakarma Jayanti



September 17, 2024, Sector-62, Noida: Satyam School of Journalism and Mass Communication (SSJMC) extended its heartfelt greetings on the occasion of Vishwakarma Jayanti. This festival, dedicated to Lord Vishwakarma, the divine architect and engineer, holds deep significance in honoring craftsmanship and technical excellence.

SSJMC recognizes the invaluable contributions of skilled artisans and engineers in shaping society. The institution encourages individuals to reflect on their dedication, creativity, and hard work, which drive progress and innovation.

On this auspicious day, SSJMC expresses gratitude to all those involved in craftsmanship, engineering, and creative fields, acknowledging their role in building a better world. The celebration serves as a reminder of the importance of skill, precision, and perseverance in every profession.

With reverence and enthusiasm, SSJMC wishes everyone a joyous Vishwakarma Jayanti, inspiring all to appreciate and uphold the spirit of craftsmanship and excellence.

Rooting for a Greener Future: SSJMC Joins 'Ek Ped Maa Ke Naam' Campaign



Noida, Sector-62, September 17, 2024: Satyam School of Journalism and Mass Communication (SSJMC) proudly hosted the "EkPedMaaKeNaam" campaign, launched by the Hon'ble Prime Minister on World Environment Day. This initiative encourages people to plant trees as a tribute to their mothers, highlighting the connection between environmental conservation and motherhood.

Under the Ministry of Environment, Forest & Climate Change, the campaign aims to plant 80 crore saplings by September 2024 and 140 crore by March 2025. SSJMC students and faculty actively participated in a campus plantation drive, planting diverse native species saplings.

Faculty member, Meenakshi Sachdeva, emphasized individual and collective efforts in combating environmental degradation. "Each tree planted today secures a healthier planet for future generations." The event concluded with a pledge to care for the saplings, nurturing both nature and humanity.

SSJMC looks forward to participating in further environmental initiatives, fostering a culture of sustainability.

Satyam Group Hits a Six with a Cricketing Skill Enhancement Workshop



Noida, Sector-62, September 18, 2024: Satyam Group of Institutions, in collaboration with CAPS Academy, hosted a three-day intensive workshop on "Cricketing Skill Enhancement" from September 18th to 20th.

This dynamic workshop aimed to bridge the gap between theory and practice, equipping participants with cutting-edge techniques to elevate their game. Students from Satyam School of Journalism and Mass Communication (SSJMC) showcased their burgeoning expertise and enthusiasm during the cricket matches.

Under the guidance of Mannan Thakral, renowned professional coach from CAPS Academy, participants from diverse academic disciplines honed their skills in bowling, batting, and fielding.

Key Highlights: Three-day workshop blending theory and practical experience Expert coaching by Mannan Thakral, CAPS Academy Interdisciplinary participation from Satyam Group students Focus on teamwork, sportsmanship, and technical skill development

By the workshop's conclusion, participants will have gained:

- In-depth understanding of cricket strategies and techniques
- Enhanced teamwork and communication skills
- A deeper appreciation for the sport, fostering a vibrant sporting culture within the institution

Lights, Camera, Reflection: SSJMC Celebrates the Transformative Power of Cinema on National Cinema Day



Noida, Sector-62, September 20, 2024: Satyam School of Journalism and Mass Communication (SSJMC) enthusiastically observed National Cinema Day, paying tribute to the creative visionaries, talented actors, and unsung heroes behind the silver screen. This culturally significant event highlighted cinema's dual role as a powerful tool for entertainment and education, showcasing the artistic and technical expertise that brings stories to life. At SSJMC, the celebration was a vibrant and interactive experience, featuring: Thought-provoking discussions on cinema's impact on social change

- A cinema-themed quiz, testing students' knowledge of film history, iconic directors, and influential movements. These engaging activities fostered camaraderie among students, deepening their appreciation for the art form and its potential to:
- Reflect society's flaws, strengths, and progress
- Drive meaningful social transformation
- Promote cultural understanding and influence public opinion

National Cinema Day at SSJMC reinforced the power of storytelling in shaping cultures and mindsets, recognizing cinema's unique ability to:

- Transcend individual perspectives- Reach a broader audience- Entertain, educate, and inspire

This celebration strengthened the connection between students and the cinematic world, underscoring cinema's significance as a shared experience.

Celebrating Strength, Empowerment, and Future Leaders: SSJMC Marks Daughters Day with Pride



22 September 2024, Sector-62, Noida Satyam School of Journalism and Mass Communication (SSJMC) proudly celebrated Daughters Day, honoring the strength, resilience, and boundless potential of every girl. As an institution dedicated to nurturing the next generation of women leaders, SSJMC takes pride in its commitment to empowering young women to dream big and achieve their aspirations

On this special day, SSJMC reflected on the unique and invaluable contributions daughters make to society, families, and communities. With a deep belief in the right of every girl to access education, freedom, and opportunities, SSJMC strives to create an environment where girls can not only dream but also thrive. Speaking on the occasion, the faculty members emphasized the importance of providing equal opportunities to girls, ensuring they have the support and resources necessary to flourish. The event also highlighted the need to continue breaking barriers that hinder girls' growth, fostering an atmosphere where every daughter feels confident to lead and succeed. "We are dedicated to empowering our students, not just as future journalists, but as confident women capable of making significant contributions to society," said a faculty member. "Our mission is to nurture their ambitions, guide them through their journey, and celebrate every step they take towards success."

Daughters Day serves as a reminder of the collective responsibility to uplift, inspire, and support one another, cultivating a future where every girl is empowered to achieve her full potential.

SSJMC's celebration concluded with a renewed commitment to fostering leadership and excellence in its students. The message was clear: today's daughters are tomorrow's leaders, and together, we can inspire a brighter and more equitable future for all girls. Happy Daughters Day!

Let us all join hands in this mission, ensuring that every daughter continues to shine.

SSJMC Students Attend News Nation Event Exposing Fraudulent 'Spiritual' Practices



24 September 2024, Noida, Sector 126: Students from the Bachelor of Mass Media (BMM) program at Satyam School of Journalism and Mass Communication (SSJMC) participated in a compelling event at News Nation TV Channel in Noida. The event was part of the ongoing series, “Chamatkar Ka Live Test,” designed to expose individuals who deceive the public under the guise of spirituality.

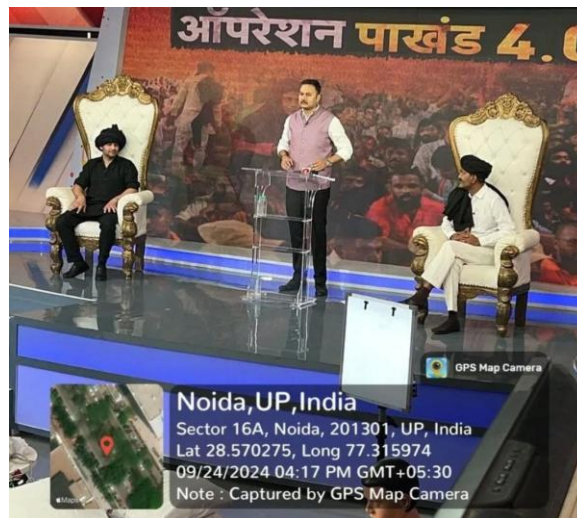
The highlight of the event was the exposé of a so-called "doctor" who exploited people through bogus claims of mind activation techniques. He manipulated four young women, coercing them to follow his every rule through psychological tactics disguised as spiritual guidance.

Rohit Ranjan, News Nation anchor, along with esteemed guests Tushar Raj Kumar (mentalist), Ravinder Kumar (mentalist), and Dr. Jitendra Kumar (founder of Wisdom of Mind), revealed the methods of manipulation used by the fraudster. They explained how he preyed on vulnerable individuals by convincing them that his mind-control techniques were divinely inspired.

Through interactive demonstrations, the panel unraveled the tricks behind these fraudulent practices, educating the audience on how to identify and protect themselves from such scams. The event left a lasting impression on the SSJMC students, broadening their understanding of the fine line between genuine faith and blind superstition.

This eye-opening experience is expected to significantly shape their journalistic approach, empowering them to tackle sensitive and complex issues with a more informed and balanced perspective.

Unmasking Deceit: SSJMC Students Gain Insights at Zee News Event on "Operation Pakhand"



24 September 2024, Sector 16, Noida: Today, students from the Bachelor of Mass Media (BMM) program at Satyam School of Journalism and Mass Communication had the unique opportunity to attend an enlightening event at Zee News TV channel in Noida. The focal point of the event was "Operation Pakhand," a critical initiative designed to expose fraudulent spiritual leaders who prey on vulnerable individuals under the guise of spirituality.

During the session, the show revealed a particularly notorious figure known as "Kambal Wale Baba," who falsely claims to possess healing powers through his blanket. The audience witnessed a live demonstration where various panelists, including medical professionals such as doctors and physiotherapists, challenged the baba to demonstrate his purported healing abilities on patients who were also present as guests. Unfortunately for the baba, he was unable to deliver any results, further highlighting the deception at play.

The discussion emphasized the crucial need for the public to differentiate between authentic spirituality and exploitative practices. The panel underscored how these fraudulent leaders manipulate individuals, often leveraging their emotional, financial, and health vulnerabilities in the name of religion. They presented compelling evidence of the psychological tactics employed by such con artists, shedding light on the pervasive impact of their deceit.

Overall, the session was both informative and thought-provoking, equipping the students with valuable insights into the distinction between genuine faith and blind belief. As aspiring media professionals, the BMM students left with a deeper understanding of their role in promoting awareness and fostering critical thinking in society. This experience not only enriched their academic journey but also prepared them to contribute meaningfully to discussions surrounding ethics and integrity in journalism.

Unmasking Deception: SSJMC Students Witness Eye-Opening Event at News Nation



Noida, Sector 126, September 28, 2024: Students from the Bachelor of Mass Media (BMM) program at Satyam School of Journalism and Mass Communication (SSJMC) attended an enlightening event at News Nation TV Channel in Noida. The event, part of the ongoing series "Chamatkar ka Live Test," aimed to expose fraudulent spiritual leaders who manipulate the public under the guise of spirituality.

The session focused on the vital distinction between faith (Vishwas) and blind faith (Andhvishwas), with an investigative feature on "Narender Das Ji: Lahrain Sarkar Dham," a so-called spiritual leader who claims to solve personal issues using "Parchi."

Prominent guests, including mentalists Amar Singh, Tushar Rajkumar, and Pataal Baba, along with anchors Payodhi Shashi and Himani, shared their insights on the fine line between genuine spiritual guidance and deceitful practices. They demonstrated how fake gurus use psychological tactics to exploit vulnerable individuals, posing as messengers of divine intervention.

Through captivating demonstrations, the panelists unveiled the tricks behind these fraudulent claims and empowered the audience to recognize and resist such scams. The event left a lasting impression on SSJMC students, enriching their understanding of the delicate balance between authentic faith and exploitation. This transformative experience is poised to shape their approach to covering complex and sensitive topics, ensuring they report with clarity, depth, and a commitment to uncovering the truth.

Stepping into the World of Media: SSJMC Welcomes New Batch with Insightful Orientation Led by Paranjoy Guha Thakurta



1 October 2024, Sector-62, Noida: Satyam School of Journalism and Mass Communication hosted a comprehensive Orientation event for the incoming batch of 2024, marking the official start of their media education journey. The orientation introduced students to the academic environment, familiarizing them with the curriculum, available support systems, and the numerous extracurricular opportunities at SSJMC.

The highlight of the event was the presence of Paranjoy Guha Thakurta, a distinguished journalist and media expert, as the Chief Guest. His keynote address offered invaluable insights into the field of journalism, stressing the importance of journalistic integrity and authenticity in an age of digital media. Thakurta also emphasized the necessity of detoxifying from smartphones, urging students to maintain a balance between technology use and real-life engagement. He further engaged with students in a Q&A session, answering questions about the current state of journalism and the skills needed to succeed in the field. The event was graced by the esteemed presence of dignitaries from the Satyam Group of Institutions, including Dr. M. Alam, Dean of the Satyam School of Journalism and Mass Communication; Miss Priyanka Sarkar, Head of the Department; Miss Charu Ahluwalia, Program Coordinator; along with other esteemed faculty members. Their participation significantly enriched the occasion and contributed to the positive atmosphere, making our day truly memorable.

Faculty members underscored the importance of balancing academic excellence with personal well-being. Students were informed about resources such as counseling, mentorship programs, and sports facilities, which aim to support their holistic development throughout their academic journey. The orientation set the tone for a promising and enriching academic year ahead.

A Grand Welcome: SSJMC Hosts "Euphoria" Fresher's Day Celebration for the 2024 Batch

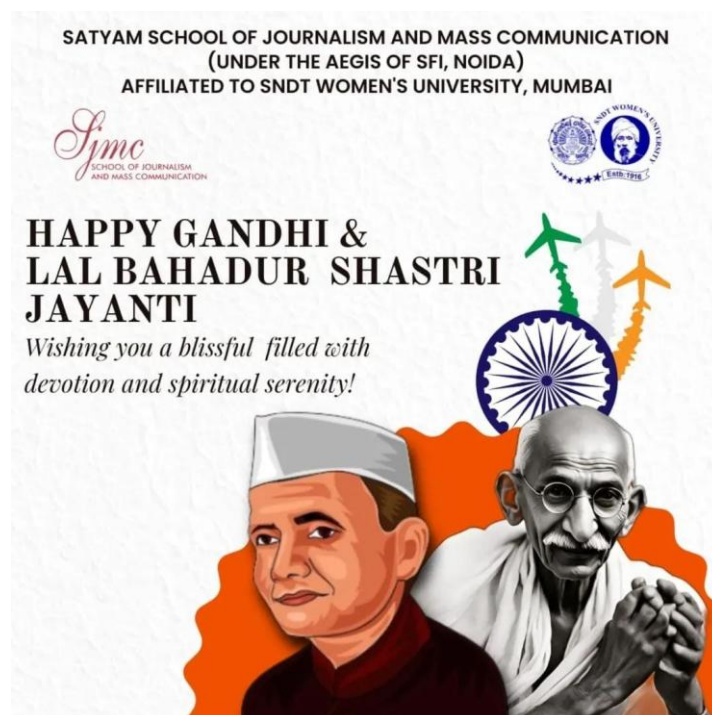


1 October 2024, Sector-62, Noida: Satyam School of Journalism and Mass Communication hosted a vibrant Fresher's Day celebration for the incoming batch of 2024, marking the beginning of their academic journey with enthusiasm and a sense of camaraderie. This year's event, themed "Euphoria," embraced a striking color palette of silver, black, and purple, adding a touch of elegance and excitement to the festivities. The celebration was filled with lively performances, including music, dance, and impressive talents showcased by both first-year and senior students. To encourage interaction and bonding, various activities such as talent hunts and fun games were organized, fostering a warm and welcoming atmosphere for the new students. One of the highlights of the event was a grand ramp walk, where both first-year and master's students participated. The winners were recognized in three categories:

Miss Fresher 2024: Masters: Shivangi Kashyap, 1st Year: Archi Pradhan. Miss Runner-Up 2024:

Masters: Cindrella, 1st Year: Itik a Miss Attire 2024: Masters: Utpanna Srivastava, 1st Year: Priyanka. The event was graced by the esteemed presence of dignitaries from the Satyam Group of Institutions, including Mrs. Sneha Singh, Chairperson, Dr. Vandana Jaglan, Principal of SFI, Dr. M. Alam, Dean of the Satyam School of Journalism and Mass Communication; Miss Priyanka Sarkar, Head of the Department; Miss Charu Ahluwalia, Program Coordinator; along with other esteemed faculty members. Their participation significantly enriched the occasion and contributed to the positive atmosphere, making our day truly memorable.

SSJMC Celebrates Gandhi Jayanti and Lal Bahadur Shastri Jayanti: **Honoring Two Pillars of India's Legacy**



2 October 2024, Sector-62, Noida: Satyam School of Journalism and Mass Communication wishes Happy Gandhi Jayanti and Lal Bahadur Shastri Jayanti. October 2nd marks the birth anniversaries of two of India's greatest leaders, Mahatma Gandhi and Lal Bahadur Shastri.

Mahatma Gandhi, the Father of the Nation, is remembered for his non-violent struggle for India's independence, emphasizing truth and peace. His principles of Satyagraha and Ahimsa continue to inspire people across the world to pursue justice with compassion.

Lal Bahadur Shastri, India's second Prime Minister, is celebrated for his leadership during challenging times and for coining the slogan "Jai Jawan Jai Kisan," emphasizing the importance of soldiers and farmers in building a strong nation. His contributions to India's self-reliance and agricultural growth have left a legacy.

Together, these two leaders symbolize courage, simplicity, and dedication to the well-being of the nation.

BMM Students Participate in Heated Debate at Zee News Studio: "Sai vs. Shankaracharya" Sparks Thoughtful Discussions



3rd October 2024, Sector 16, Noida: Bachelor of Mass Media (BMM) students from the Satyam School of Journalism and Mass Communication (SSJMC) took part in a thought-provoking debate at the Zee News studio. The debate centered around the contentious topic, "Sai vs. Shankaracharya," which delved into the ongoing controversy surrounding the removal of Sai Baba statues from religious sites.

The debate featured notable panelists, including Paatal Baba, astrologer Krishna Sharma, Alok Mishra, Vallabhacharya, Aman Giri, Karishma Kaushik, and Ritu Singh, each bringing diverse perspectives to the table. They explored whether Sai Baba is considered a divine figure or merely a human, and examined the complexities of his identity amidst the Hindu-Muslim divide.

This debate offered invaluable insights for SSJMC students, encouraging them to reflect on the sensitive intersection of religion and media. It also gave them first-hand exposure to how media professionals navigate complex, controversial issues and shape public discourse. Events like these are crucial for aspiring journalists, helping them understand the dynamics of real-world debates and the media's role in influencing public opinion.

SSJMC Commemorates Indian Air Force Day, Honouring Valor and Service of Air Warriors

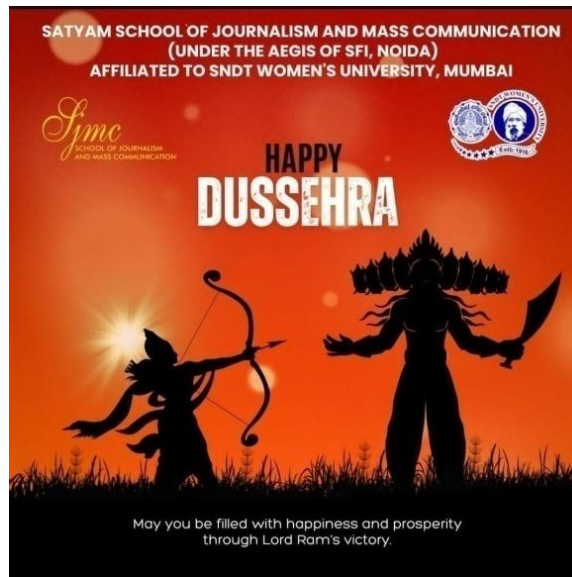


8 October 2024, Sector-62, Noida: The students of Satyam School of Journalism and Mass Communication (SSJMC) observed Indian Air Force Day, commemorating the establishment of the Indian Air Force (IAF) in 1932. The occasion honors the courage, professionalism, and dedication of the air warriors who safeguard India's skies.

The Indian Air Force plays a pivotal role in national defense, disaster relief, and ensuring peace and security across borders. SSJMC took the opportunity to recognize the sacrifices and contributions of the IAF personnel, who embody the highest values of courage and commitment in protecting the nation's sovereignty.

On this significant day, SSJMC expressed gratitude for the relentless service of the IAF, encouraging the youth to draw inspiration from the discipline, integrity, and leadership displayed by the Indian Air Force.

SSJMC Celebrates Dussehra, Embracing the Triumph of Good over Evil



Sector-62, Noida - October 12, 2024: The Satyam School of Journalism and Mass Communication (SSJMC) celebrated Dussehra, also known as Vijayadashami, a festival that embodies the victory of good over evil. The occasion commemorates Lord Rama's triumph over Ravana and Goddess Durga's conquest of Mahishasura, symbolizing the ultimate defeat of darkness and wrongdoing.

Traditionally marked with prayers, grand processions, and the burning of effigies, Dussehra represents the values of righteousness and moral justice. It also paves the way for the joyous festival of Diwali, signifying the triumph of light over darkness.

On this auspicious day, SSJMC extends heartfelt wishes for a joyous Dussehra! May this festival bring prosperity, happiness, and the strength to overcome all challenges. Let's celebrate the enduring spirit of righteousness and fresh beginnings. Happy Dussehra to all!

SSJMC Students Gain Insight into Exposing Fraudulent Spiritual Leaders at News Nation TV Event



Noida, Sector 126, October 15, 2024: Students from the Bachelor of Mass Media (BMM) program at Satyam School of Journalism and Mass Communication (SSJMC) participated in a thought-provoking event at News Nation TV Channel. The session, titled "Baba ji ki Bhuti: Sachi ya Jhooti," aimed to expose deceitful spiritual leaders who exploit people's faith under the guise of spirituality.

The highlight of the event was an investigative feature on "Ramesh Yogachari," a self-proclaimed spiritual leader who falsely claimed that Ayurvedic treatments alone could cure various diseases, eliminating the need for Allopathic medicine.

Renowned experts, including Dr. A.K. Singh, Dr. Anup, and anchor Payodhi Shashi, provided valuable insights into the complementary roles of Allopathy and Ayurveda. They conducted live demonstrations, showing how both medical systems address different health conditions and patient needs. The session also revealed how fraudulent gurus and Ayurvedic practitioners manipulate vulnerable individuals using psychological tactics, falsely portraying themselves as divine healers.

The event left a deep impression on SSJMC students, broadening their understanding of the delicate balance between Allopathy and Ayurveda. This eye-opening experience will influence their approach to reporting on complex and sensitive issues, ensuring that they do so with clarity, depth, and a commitment to uncovering the truth.

Unmasking Superstitions: SSJMC Students Explore the Fine Line Between Faith and Blind Belief at Zee News



Noida, Sector 16, October 16, 2024: Students from the Bachelor of Mass Media (BMM) program at Satyam School of Journalism and Mass Communication (SSJMC) recently participated in a thought-provoking session at Zee News in Noida. The event, titled "Nimbu Mirchi Global Ho Gya," delved into the critical distinction between faith and blind faith, addressing the rise of superstitious practices in India and beyond.

The session highlighted common beliefs, such as the practice of hanging lemons and chilies to ward off the evil eye, and how these superstitions are spreading globally. It underscored the growing need to differentiate between genuine faith (Vishwas) and irrational blind faith (Andhvishwas).

Renowned speakers, including Dr. Kapil Kakkar, V.K. Tyagi, Harishankar Baba, and Jyotiosi, along with anchor Ram Mohan Sharma, provided valuable insights into the subtle boundary between spiritual beliefs and exploitative practices.

The event deeply resonated with SSJMC students, enhancing their awareness of the complex relationship between superstition and science. It was an eye-opening experience, prompting critical reflection on the influence of these beliefs in modern society.

SSJMC Observes Valmiki Jayanti, Honouring the Legacy of the Adi Kavi



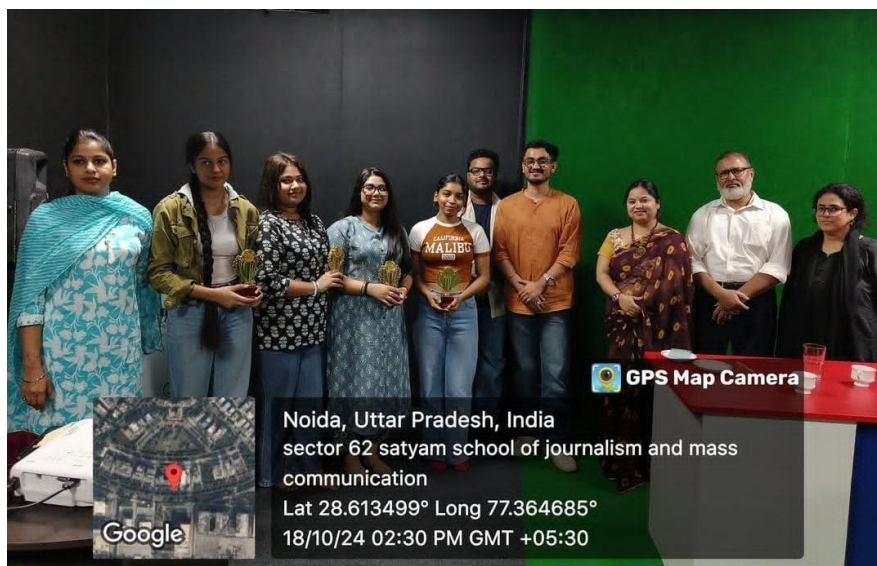
Sector-62, Noida – October 17, 2024: The Satyam School of Journalism and Mass Communication (SSJMC) proudly commemorated Valmiki Jayanti, a day dedicated to honoring Maharishi Valmiki, the revered author of the Ramayana and the first poet (Adi Kavi) of Sanskrit literature.

Observed on the full moon of Ashwin (September-October), Valmiki Jayanti celebrates the sage's life of transformation, wisdom, and devotion. Devotees across the nation pay tribute by offering prayers, reading the Ramayana, and reflecting on the timeless values he imparted.

On this sacred day, SSJMC extends heartfelt wishes, encouraging everyone to embody Maharishi Valmiki's teachings of righteousness, compassion, and truth. Let his profound wisdom continue to guide and inspire us all.

Happy Valmiki Jayanti!

SSJMC Hosts Insightful Workshop on Film and TV Direction with Industry Experts



Noida, October 18, 2024 - The Satyam School of Journalism and Mass Communication (SSJMC) organized a comprehensive workshop on "Direction Techniques in Film and TV Production" today. Renowned industry experts Mr. Rohan Malik, Film Director and Creative Expert, and Mr. Hardik Bansal, Zee Anchor and Scriptwriter, shared their valuable insights and expertise.

The session delved into the intricacies of direction, scriptwriting, and production, emphasizing collaboration's crucial role in creating compelling visual stories. The experts provided practical advice on essential techniques, offering students a deeper understanding of the film and TV production process.

A interactive segment challenged students to write an ad script for a salt brand, sparking vibrant ideas. The top three scripts received accolades:

1. Ruchi, Akansha Bohra, and Aanya (2nd year)
2. Manmeet, Muskan, Nidhi, Vidhi, and Shreyangi (3rd year)
3. Srishti, Shreya, Dhanya, and Ananya (2nd year)

Distinguished faculty and staff, including Dr. M. Alam (Dean, SSJMC), Miss Priyanka Sarkar (Head of Department), and Miss Charu Ahluwalia (Program Coordinator), graced the event. The resource persons received awards and plants as tokens of appreciation. Ms. Dhanya Mirchandani anchored the program, and Ms. Charu Ahluwalia extended the Vote of Thanks.

This workshop provided students with invaluable practical knowledge about the dynamic fields of film and television direction and production.

SSJMC Students Explore the World of Broadcasting during Visit to All India Radio

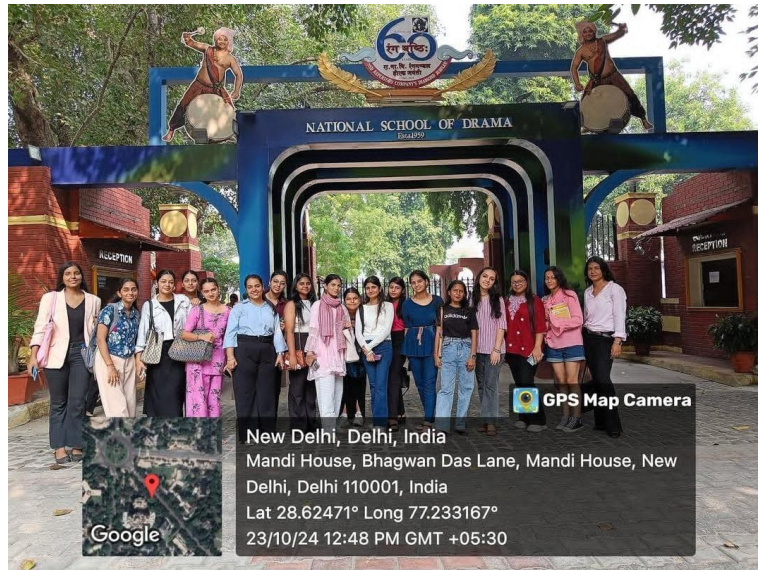


New Delhi, 22 October 2024: Students from the Satyam School of Journalism and Mass Communication (SSJMC) experienced an inspiring visit to Akashwani (All India Radio), where they were immersed in the rich heritage of Indian broadcasting. A highlight of the trip was an enchanting live performance by a classical singer who played renditions of the legendary Pandit Ravi Shankar, connecting students to India's deep spiritual and musical traditions.

The students also had the opportunity to interact with seasoned Radio Jockeys (RJs), gaining firsthand knowledge about the techniques behind radio broadcasting. They explored various aspects of radio presentation, including voice modulation, dubbing, timing, audience engagement, and even observed a live RJ session. This exposure offered invaluable insights into the fast-paced, high-pressure environment of live radio, making it a transformative experience for aspiring RJs. This practical exposure broadened their understanding of the skills required to succeed in the radio industry and provided a deeper appreciation of how All India Radio, one of India's most iconic broadcasting platforms, operates.

The visit was supervised by faculty members Ms. Priyanka Sarkar, Head of the Department (HOD) of SSJMC, and Ms. Charu Ahluwalia, Program Coordinator, Ms. Meenakshi Sachdeva, and Ms. Sabat Khan, Assistant Professors who ensured that the experience was both educational and inspiring for the students.

SSJMC Students Discover the Art of Theatre during Insightful Visit to NSD



23 October, 2024, New Delhi: Students from the Satyam School of Journalism and Mass Communication (SSJMC) embarked on an enriching educational visit to the renowned National School of Drama (NSD) in New Delhi today. This excursion offered them a deep dive into the rich legacy and cultural significance of one of India's most prestigious theatre institutions.

The highlight of the visit was a detailed session with Akhil Pratap Singh, NSD's coordinator, who not only explained the process of joining the esteemed institution but also shed light on NSD's remarkable history. He passionately spoke about the need to preserve the diminishing art of theatre and emphasized the vital role theatre plays in refining skills like speech, presentation, and self-confidence, which are essential for media professionals.

For SSJMC's aspiring theatre artists and actors, this hands-on experience was a game-changer. They gained practical insights into the dedication and discipline required to thrive in the theatre industry, while also exploring the diverse opportunities NSD offers to budding performers.

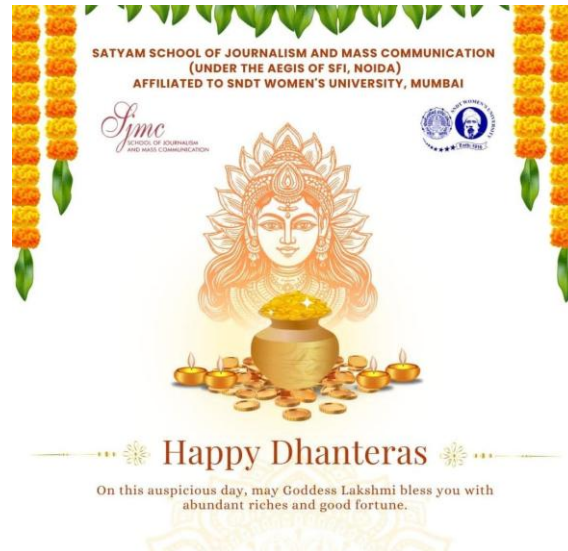
Accompanied by SSJMC faculty members—Ms. Priyanka Sarkar, Head of Department, Ms. Charu Ahluwalia, Program Coordinator, and Ms. Sabat Khan, Assistant Professor—the students found the visit not only informative but also deeply inspiring, igniting their passion for the performing arts.

SSJMC Students Celebrate Diwali and Learn Vocal Wellness on DD Morning Show Visit



25 October 2024, Mandi House, New Delhi: Students from Satyam School of Journalism and Mass Communication (SSJMC) enjoyed a captivating experience on the "DD Morning Show," where they had the opportunity to celebrate Diwali while exploring essential insights into vocal health. The program, hosted at the iconic Doordarshan studio, provided students with an immersive learning environment that skillfully combined cultural heritage with practical knowledge. Hosted by anchors Amit Arora and Bhawna Sharma, the show featured segments dedicated to the artistry behind Diwali preparations. The anchors led engaging discussions on the significance of Diwali decorations, examining the deep-rooted symbolism of colors, lights, and designs associated with the festival. Special guests Annu Kiara, a celebrated cultural artist, Dr. Alok, a historian specializing in Indian festivals, and Dr. Anup Bansal, a renowned art curator, shared vibrant insights into the traditions surrounding Diwali. Through their stories, the students learned about how specific decorations, designs, and rituals contribute to the celebration's enduring charm and spiritual significance, enhancing their understanding of the festival beyond its surface-level appeal. A particularly impactful part of the event was a dedicated segment titled "Hamari Awaaz, Hamari Pehchan" (Our Voice, Our Identity), which centered on the topic of vocal health—an area of critical importance for both aspiring media professionals and the general public. Given the voice-intensive nature of journalism and broadcast professions, this discussion was of special relevance for SSJMC students. The expert panel, which included seasoned vocalists, speech therapists, and ENT specialists, shared practical advice on preserving vocal quality and maintaining throat wellness. Dr. Alok underscored the importance of daily vocal exercises and adequate hydration, while Dr. Anup Bansal provided insights into the common pitfalls that lead to vocal strain. Annu Kiara, with her background in performance arts, elaborated on techniques to avoid vocal fatigue, especially during long working hours. This segment not only offered invaluable professional advice but also encouraged students to be mindful of their health as they pursue vocally demanding careers. For the students, the session was an invaluable blend of cultural appreciation and professional enrichment. Engaging with experts in the field allowed them to explore the depth of Indian festivals like Diwali while gaining practical knowledge about vocal care—an essential skill in today's media landscape.

SSJMC Celebrates Dhanteras, Spreading Wishes of Health, Wealth, and Prosperity



29 October 2024, Sector-62, Noida: The Satyam School of Journalism and Mass Communication (SSJMC) celebrated the spirit of Dhanteras, marking the beginning of Diwali, the Hindu festival dedicated to prosperity and well-being.

On this auspicious day, people honor Lord Dhanvantari, the god of health, and Goddess Lakshmi, the deity of wealth, by adorning their homes and purchasing new items, often gold or utensils, as symbols of good fortune. These traditions are believed to bring blessings and ward off negativity.

SSJMC extends heartfelt wishes for a Dhanteras glowing with light, love, and unending good fortune! May this day of auspicious beginnings bring health, prosperity, and joy to you and your loved ones. May your home resonate with the blessings of Lord Dhanvantari, filling your life with happiness and abundance.

SSJMC Marks Diwali with Festive Cheer, Celebrating Light, Unity, and New Beginnings



31 October 2024, Sector-62, Noida: Satyam School of Journalism and Mass Communication (SSJMC) embraced Diwali, the Festival of Lights, in a celebration of light's victory over darkness and good's triumph over evil.

In keeping with tradition, homes glow with diyas, vibrant rangolis adorn doorsteps, and families come together in joyful gatherings. Lakshmi Puja is performed to invite prosperity, and the exchange of sweets and gifts strengthens bonds of love and friendship. As fireworks light up the night, they bring a sense of joy, hope, and fresh beginnings.

SSJMC extends warm wishes for a Happy Diwali! May this auspicious festival fill your life and those of your loved ones with happiness, prosperity, and success.

SSJMC Celebrates Govardhan Pooja: Honoring Nature's Blessings and Divine Protection



2nd November, 2024, Sector-62, Noida: Satyam School of Journalism and Mass Communication (SSJMC), celebrated Govardhan Pooja with great devotion and enthusiasm. This sacred festival commemorates Lord Krishna's divine act of lifting Govardhan Hill to protect the villagers of Vrindavan from torrential rains, symbolizing divine protection and gratitude toward nature.

Devotees create a miniature hill made of cow dung symbolizing Govardhan. The ritual is usually accompanied by the preparation of a special feast, featuring a variety of traditional dishes, emphasizing the importance of nature's bounty and communal harmony.

This occasion serves as a reminder of our responsibility to protect the environment, just as Lord Krishna emphasized the importance of Govardhan Hill in sustaining life.

SSJMC extends warm wishes to everyone on this auspicious occasion, hoping that Govardhan Pooja brings prosperity, happiness, and divine blessings into your lives!

SJMC Honors Bhai Dooj: Celebrating the Enduring Bond of Siblings



November 3, 2024, Sector-62 Noida: Satyam School of Journalism and Mass Communication (SSJMC) celebrated Bhai Dooj at their marking the cherished festival dedicated to the love and connection between brothers and sisters. Bhai Dooj, celebrated two days after Diwali, is a festival that honors the deep and enduring bond between brothers and sisters.

On this auspicious occasion, sisters perform a sacred ritual, applying a tilak on their brothers' foreheads while offering prayers for their prosperity, success, and well-being. This heartfelt tradition signifies their love, care, and wishes for a long and prosperous life for their brothers.

In return, brothers express their gratitude and affection by presenting thoughtful gifts, symbolizing their lifelong promise of protection, support, and unconditional love.

Satyam School of Journalism and Mass Communication (SSJMC) extends its heartfelt wishes to everyone on this special occasion. May this Bhai Dooj bring joy, success, and good health to all, reinforcing the beautiful bond of love and respect between siblings. Happy Bhai Dooj!

Green Heartfulness Run 2024: Racing toward Fitness and a Greener Planet



17, November, 2024, Indirapuram: The Green Heartfulness Run 2024, hosted by Satyam Group of Institutions in partnership with the Heartfulness Institute, lit up the early hours of November 17, 2024, at the Habitat Centre in Indirapuram, Ghaziabad. With Satyam Fashion Institute as the title sponsor, the event kicked off at 5:30 AM, followed by the official flag-off at 6:00 AM.

Fusing fitness with environmental advocacy, the event attracted participants from over 80 locations, including 10 international hosts, united by the ambitious goal of planting 50,000 trees. A standout feature was the unique 3-year interlocking medal, symbolizing a long-term commitment to sustainability. The marathon included 10 km, 5 km, and 3 km categories, energizing the morning with a lively warm-up session featuring Zumba and motivational music. Participants were rewarded for their performance, with a celebratory lunch provided afterward. SSJMC students showcased their enthusiasm by joining the 3 km run and reporting on the event. Each participant was honored with a medal, recognizing their dedication to the cause.

Highlighting strong institutional support, prominent figures from Satyam Group of Institutions actively joined the run, including Mrs. Sneh Singh, Chairperson; Dr. Pradeep Gupta, Trustee Secretary; Dr. Vandana Jaglan, Principal of SFI and Chairperson of the Committee; Dr. Neetu Malhotra, Vice Principal of SFI; Miss Priyanka Sarkar, Head of the Department; and Miss Charu Ahluwalia, Program Coordinator, among other esteemed faculty members. The Heartfulness Institute, known globally as a UN DPI-affiliated non-profit, reinforced its dedication to personal growth and ecological sustainability through this event. The initiative garnered endorsements from notable personalities such as Sri Anurag Thakur, Pallela Gopichand, and Ravi Shastri. The Green Heartfulness Run 2024 not only promoted collective wellness but also inspired unified action towards a sustainable, greener future.

एसएसजेएमसी के छात्रों ने डॉ. राजेंद्र प्रसाद स्मारक व्याख्यान में भाग लिया

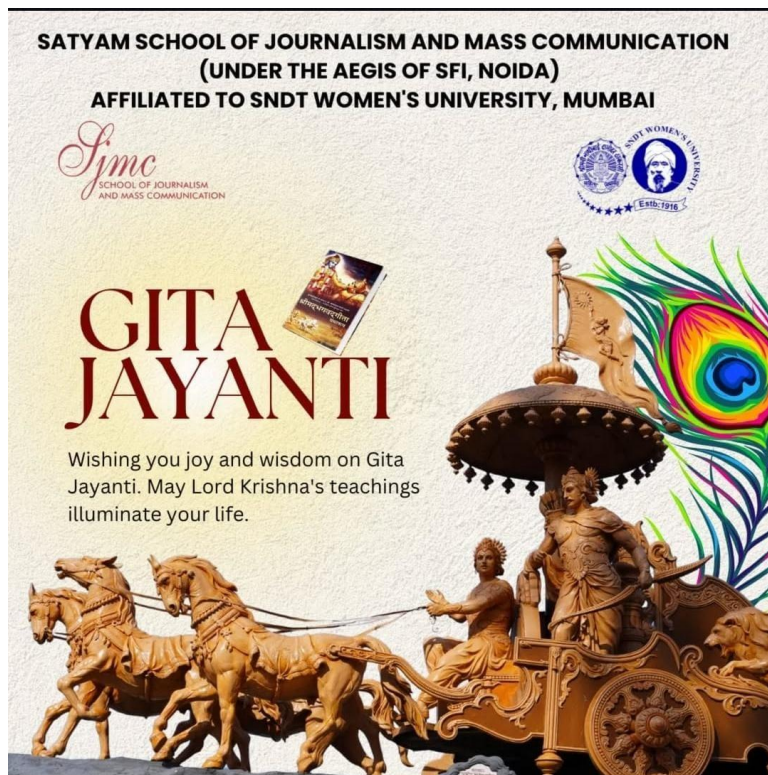


नई दिल्ली, 29 नवंबर 2024: सत्य स्कूल ऑफ जर्नलिज्म एंड मास कम्युनिकेशन (एसएसजेएमसी) के छात्रों ने 29 नवंबर 2024 को नई दिल्ली में आयोजित डॉ. राजेंद्र प्रसाद स्मारक व्याख्यान में भाग लिया। इस वर्ष का विषय "वैश्विक क्षितिज पर भारत की बढ़ती भूमिका" था।

कार्यक्रम में राज्यसभा के उपसभापति माननीय हरिवंश जी ने मुख्य वक्ता के रूप में संबोधित किया। उन्होंने भारत के वैश्विक विकास, कूटनीति और भविष्य की संभावनाओं पर अपने विचार साझा किए। उनके प्रेरणादायक वक्तव्य से छात्रों को नई दृष्टि प्राप्त हुई और वे देश की भूमिका को बेहतर समझने में सक्षम हुए।

एसएसजेएमसी के छात्रों ने इस कार्यक्रम में सक्रिय भागीदारी की और अपने प्रश्नों के माध्यम से चर्चा को और अधिक सार्थक बनाया। यह व्याख्यान छात्रों के लिए ज्ञानवर्धक और प्रेरणादायक अनुभव रहा।

Satyam School of Journalism and Mass Communication Commemorates Gita Jayanti: A Celebration of Timeless Wisdom



11 December 2024, Sector-62, Noida: Satyam School of Journalism and Mass Communication (SSJMC) proudly acknowledged Gita Jayanti, celebrated today to honor the divine discourse delivered by Lord Krishna to Arjuna on the battlefield of Kurukshetra.

The event highlighted the enduring spiritual and philosophical significance of the Bhagavad Gita, emphasizing its universal teachings on wisdom, devotion, and duty.

Recognizing the profound values enshrined in the Gita, SSJMC reflected on its relevance in guiding humanity toward a harmonious and purposeful life.

On this auspicious occasion, SSJMC extends heartfelt wishes to all, encouraging everyone to embrace the timeless wisdom of the Bhagavad Gita. Happy Gita Jayanti!

Breathe Easy, Live Longer: Satyam School Joins Hands with Smoke-Free India Movement



Noida, December 17, 2024: Satyam School of Journalism and Mass Communication (SSJMC) hosted a thought-provoking awareness session in collaboration with the Smoke-Free India movement, emphasizing the critical theme "Breathe Clean Air, Live Longer." This initiative, spearheaded by the Voluntary Health Association of India (VHAI), New Delhi, aims to educate the masses about the debilitating effects of tobacco use and promote a smoke-free environment nationwide.

The engaging session, led by Dr. Kumud, a renowned Psychologist, delved into the perils of tobacco consumption, the benefits of quitting, and strategies for overcoming addiction. Students gained valuable insights into the health risks associated with tobacco use, participated in mindfulness exercises, and were encouraged to join support groups to help them quit tobacco.

Dr. M. Alam, Dean of SSJMC, underscored the dangers of smoking, while Ms. Priyanka Sarkar, HOD, and Ms. Charu Ahluwalia, Convenor, along with Co-Convenors Ms. Meenakshi Sachdeva and Ms. Sabat Khan, played a pivotal role in ensuring the event's success.

The session reinforced the Smoke-Free India movement's mission to eradicate tobacco addiction by promoting healthier habits through structured support systems. The event concluded on a high note, inspiring participants to take proactive steps towards their well-being and contribute to creating a healthier, smoke-free future.

Ignite 2K24: SSJMC's Media Fest to Spotlight Talent, Break Stereotypes, and Feature a Star Performance



December 20, 2024 – Sector 62, Noida: Satyam School of Journalism and Mass Communication, affiliated with SNDT Women's University, Mumbai, is hosting its much-anticipated Annual Media Fest, Ignite 2K24, on December 20, 2024. Themed "Breaking Stereotypes: Rethink, Reshape, Recreate," the event is designed to inspire creativity and challenge societal norms through a series of dynamic media-related activities.

The fest will feature an exciting lineup of competitions, including Alfaaz (Open Mic), Walk Off (Fashion Show), Click-O-Mania (Photography), RJ Hunt, Foot Loose (Group Dance), Flickit (Mobile Filmmaking), Saptak (Solo Singing), Halla Bol (Nukkad Natak), and Step Up (Solo Dance). Cash prizes will be awarded to the winners, and all participants will receive certificates of participation.

Taking place at the college campus in Sector 62, Noida, Ignite 2K24 offers a vibrant platform for students and media enthusiasts to showcase their talents and creative expression.

SSJMC Celebrates the Spirit of Christmas



25 December 2025, Sector-62, Noida: Satyam School of Journalism and Mass Communication (SSJMC) embraces the joy and warmth of Christmas, a festival celebrated worldwide to commemorate the birth of Jesus Christ. Christmas is a time of love, peace, and the spirit of giving, bringing families and communities together to spread happiness and goodwill.

The festival is marked by vibrant decorations, the exchange of gifts, and heartfelt gatherings. It serves as a reminder of compassion, unity, and hope, inspiring people to extend kindness and generosity to those around them. Whether through sharing meals, singing carols, or simply spending quality time with loved ones, Christmas fosters a sense of togetherness and gratitude.

At SSJMC, we recognize the significance of this joyous occasion and encourage everyone to embrace its essence by sharing warmth and positivity. Let this festive season be a time to create beautiful memories, strengthen bonds, and reflect on the values of empathy and harmony.

SSJMC wishes everyone a Merry Christmas! May this season bring happiness, prosperity, and countless blessings into your life. Let us celebrate with open hearts and make this Christmas truly special.

SSJMC Students Attend Special Times Now Discussion on Astrology and Belief



29 December, 2025, Sector-16, Noida: Students of Satyam School of Journalism and Mass Communication (SSJMC) had the privilege of attending a special discussion at the Times Now studio on the intriguing topic, "Do the predictions made in horoscopes actually come true?" (Jyotish-patri mein kahi baatein sachmuch sahi hoti hain?), as part of the Dharmasankat Navvarsh Special. The session explored the truth behind astrological predictions and their influence on people's beliefs.

A distinguished panel, comprising renowned Jyotish Acharyas Anil Vats, Pt. Brijesh Mishra, Pt. Raj Mishra, and Sadhvi Vishvaroop, alongside experts from diverse fields such as science (Dr. B.K. Tyagi, Ex-Scientist), psychology (Dr. Kapil Kakar), social activism (Priyanka Rana), and political analysis (Vivek Srivastava), engaged in a thought-provoking discourse. The discussion explored the nuances of astrology, examining its historical roots, contemporary relevance, and the psychological and sociological factors that influence our beliefs.

This unique experience provided students with invaluable insights, sharpening their critical thinking skills and broadening their understanding of the complex interplay between belief systems, media, and societal discourse.

SSJMC Welcomes 2025 with Optimism, Purpose, and Unity



Sector-62, Noida | January 1, 2025: Satyam School of Journalism and Mass Communication (SSJMC) extends heartfelt New Year greetings to all students, faculty, and staff. As we step into 2025, we look forward to a year filled with growth, creativity, and collaboration.

SSJMC remains dedicated to fostering an environment that nurtures innovation, knowledge, and excellence. With a strong commitment to academic and professional development, we encourage our students to embrace new challenges and opportunities.

As we embark on this journey, let's celebrate the spirit of learning, teamwork, and perseverance. May 2025 bring success, joy, and new beginnings for all. Here's to another year of achievements and progress!

Best wishes from SSJMC for a fulfilling and prosperous New Year!

Punjabi Fever FM's *The Burah Project* Heats Up SSJMC Campus



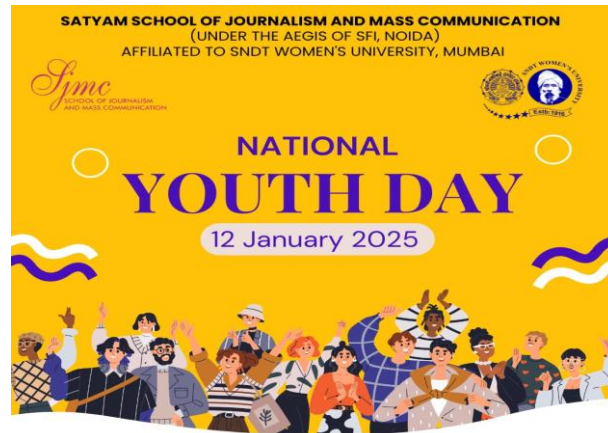
January 9, 2025, Sector-62, Noida: Satyam School of Journalism and Mass Communication hosted the 107.2 Punjabi Fever FM event, *The Burah Project*. This initiative aimed to engage students through interactive activities while promoting the highly anticipated event scheduled for January 11th and 12th, 2025.

The event was graced by the talented RJ Kavneet Sandhu, whose dynamic presence brought excitement to the campus. She interacted with students, sharing insights about *The Burah* and its significance, creating an engaging and lively atmosphere. Her enthusiasm encouraged students to participate in various activities, making the event an enjoyable experience.

A range of fun-filled and creative activities were conducted, allowing students to showcase their talents. The highlight of the event was the distribution of event passes as prizes, awarded by RJ Kavneet herself. This not only motivated participation but also built anticipation for the upcoming event.

The SSJMC Punjabi Fever FM event, *The Burah Project*, was a resounding success. It provided students with an unforgettable experience, fostering enthusiasm and engagement. The interaction with RJ Kavneet and the thrilling activities made the event memorable, leaving students eagerly looking forward to the grand celebrations on January 11th and 12th.

SSJMC Marks National Youth Day 2025 with Purpose and Passion



12 January 2025, Sector-62, Noida: The Satyam School of Journalism and Mass Communication (SSJMC) came alive with energy and enthusiasm as it celebrated National Youth Day 2025, commemorating the birth anniversary of the visionary philosopher and spiritual leader, Swami Vivekananda.

The event paid homage to Swami Vivekananda's profound contributions to society and his unwavering belief in the power of youth to shape the destiny of the nation. Known for his timeless teachings, Swami Vivekananda continues to inspire generations, urging them to embrace courage, wisdom, and self-reliance.

At SSJMC, students and faculty joined hands to honor his legacy through an engaging program that featured thought-provoking speeches, lively debates, and creative activities inspired by his ideals. These activities not only celebrated his philosophy but also encouraged participants to reflect on their roles in nation-building. In his address, the Dean of SSJMC, Dr. Manawwar Alam, emphasized the importance of Swami Vivekananda's teachings in contemporary times. "His message of self-confidence, perseverance, and service to humanity remains as relevant today as it was over a century ago. As the torchbearers of tomorrow, the youth must channel their energies toward building a progressive and harmonious society," Dr. Alam remarked.

The celebration concluded with a collective resolve to imbibe Swami Vivekananda's principles and work towards creating a brighter and more inclusive future.

On this auspicious day, let us all draw inspiration from his timeless words: "Arise, awake, and stop not until the goal is reached." Wishing everyone a Happy National Youth Day 2025

Lohri Lights Up Satyam Group of Institutions with Celebration and Community Spirit



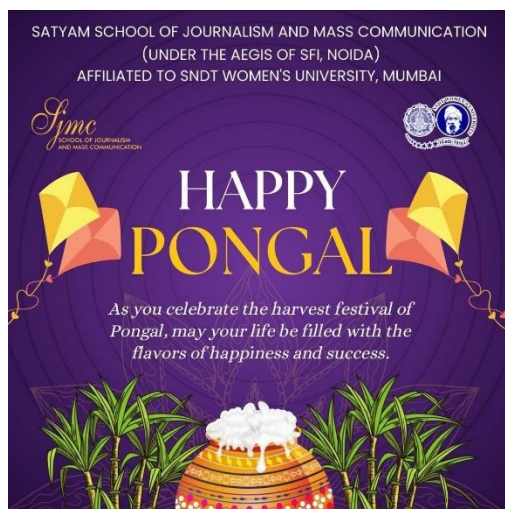
13 January 2025, Sector-62, Noida: The Satyam Group of Institutions, under the Cultural Cell and IQAC, hosted a lively and heartwarming Lohri celebration today. This traditional festival, deeply rooted in North Indian culture, celebrates the harvest of winter crops and symbolizes joy, prosperity, and gratitude.

The event saw an enthusiastic gathering of faculty and students, coming together to partake in the festivities. Highlights of the celebration included energetic dancing, melodious singing, and indulging in traditional delicacies around a glowing bonfire. The vibrant atmosphere reflected the essence of Lohri—unity, happiness, and thanksgiving.

Distinguished members of the Satyam community graced the occasion, including Mrs. Sneha Singh, Chairperson; Dr. Vandana Jaglan, Principal of SFI and Chairperson of the Committee; Dr. Neetu Malhotra, Vice Principal of SFI; Dr. Manawwar Alam, Dean; Miss Priyanka Sarkar, HOD; and Miss Charu Ahluwalia, Program Coordinator, alongside other respected faculty members.

The Satyam School of Journalism and Mass Communication (SSJMC) extends warm wishes to all, hoping this Lohri brings happiness, prosperity, and togetherness to everyone's lives.

SSJMC Celebrates Makar Sankranti and Pongal with Unity and Joy



14 January 2025, Sector-62, Noida: The Satyam School of Journalism and Mass Communication (SSJMC) was filled with joy and enthusiasm as students and faculty came together to celebrate Makar Sankranti and Pongal. This festival marks the Sun's transition into Capricorn, signifying the onset of longer days, new beginnings, and renewed energy.

The event embraced the essence of the harvest season with vibrant kites soaring high, symbolizing aspirations and dreams. Traditional delicacies like til-gur laddoos and pongal were shared, spreading warmth and sweetness among everyone. The celebrations fostered unity, gratitude, and cultural harmony, bringing together students from different backgrounds in a spirit of togetherness.

Makar Sankranti and Pongal hold deep significance, reminding us to welcome positivity, cherish loved ones, and express gratitude for nature's blessings. Through this event, SSJMC aimed to instill these values while creating an atmosphere of happiness and festive cheer.

As we step into this season of hope and prosperity, SSJMC extends heartfelt wishes to all. May Makar Sankranti bring success, joy, and abundance into your life, filling your days with sunshine and warmth!

SSJMC Hosts Entrepreneurship Workshop to Inspire Future Innovators



21 January 2025, Sector-62, Noida: Satyam School of Journalism and Mass Communication (SSJMC) hosted today an insightful workshop on "Entrepreneurship Awareness" in collaboration with MSME Technology Centre, Greater Noida. The session was led by Mr. Vivek Saxena, Co-founder of Firgun Social Initiative Foundation, and Mr. Piyush Gupta, Founder of Growth Wonders Private Limited. It aimed to equip students with a deep understanding of the entrepreneurial landscape and the journey from ideation to execution. The workshop covered key aspects of entrepreneurship, including:

- Various stages of starting a business
- Government schemes and support available for entrepreneurs
- Busting common myths surrounding entrepreneurship
- Essential skills and strategies for success
- Actionable steps to kickstart an entrepreneurial journey
- Key traits and behaviors of successful entrepreneurs

The event saw an esteemed presence from the Satyam community, including Dr. Vandana Jaglan, Principal of Satyam Fashion Institute (SFI); Dr. Neetu Malhotra, Vice Principal of SFI; Ms Preeti Goel, Head, IQAC, SCE; Ms Neha Aggarwal, HOD (Academics), SCE;Dr. M.Alam, Dean, SSJMC; Ms. Priyanka Sarkar, Head of Department, SSJMC; and Ms. Charu Ahluwalia, Program Coordinator, SSJMC, along with other distinguished faculty members. The workshop served as an engaging and enriching platform for students, offering valuable insights and inspiration to embark on their entrepreneurial journeys with confidence and clarity.

SSJMC Students Attend 'Voices That Empower' Summit Hosted by Republic Media Network



Noida, January 23, 2025: Students from Satyam School of Journalism and Mass Communication (SSJMC) had the opportunity to attend the Republic India Women's Summit: 'Voices That Empower' at the Republic Media Network headquarters in Sector 16, Noida. The summit brought together an illustrious lineup of women leaders from diverse fields, including renowned singer Usha Uthup, acclaimed actors Nimrat Kaur and Kushboo Sundar (also a politician), Lt. Gen. Madhuri Kanitkar of the Indian Army, former Supreme Court judge J. Indira Banerjee, and celebrated chef and YouTuber Nisha Madhulika, among others.

These trailblazing women shared their inspiring journeys, shedding light on the challenges they faced and the values of resilience, determination, and leadership that propelled them to success. Their personal stories resonated deeply with the audience, offering valuable insights into overcoming obstacles and making a mark in their respective domains.

The summit served as a thought-provoking platform to discuss critical issues surrounding women's empowerment, leadership, and gender equality. It encouraged students to reflect on their roles in driving societal change and embracing innovation in their careers.

Students found the event to be an eye-opening experience, gaining first-hand knowledge from the success stories and real-world experiences of the speakers. The summit left them inspired and motivated to pursue their aspirations with confidence and a renewed sense of purpose.

SSJMC Students Explore the Future of PR at Conclave 2025



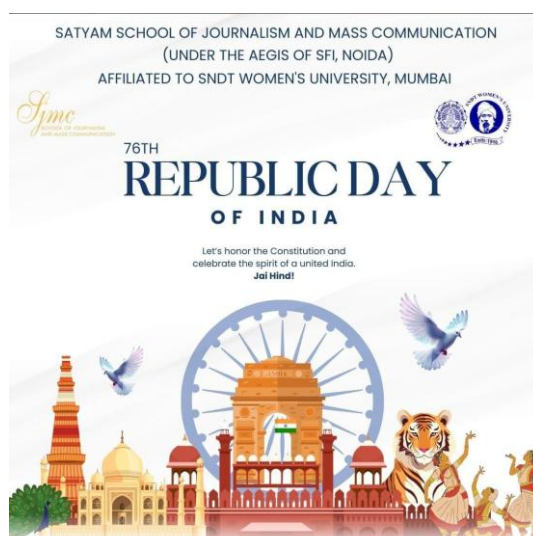
Dwarka, January 24, 2025: Students from Satyam School of Journalism and Mass Communication (SSJMC) participated in PR Conclave 2025 at the Apeejay Dwarka Campus Auditorium. Organized in collaboration with the Public Relations Consultants Association of India (PRCAI), the event provided a dynamic platform to explore the ever-evolving world of public relations.

The conclave featured renowned industry leaders, including Deeptie Sethi (CEO, PRCAI), Tehseen Zaidi (Head of External Communication, Syngenta India), Shivani Gupta (Managing Partner, Finn Partners), and Dhun Chhokar (National Head, ON PURPOSE). The speakers shared their expertise on critical industry topics such as brand storytelling, digital communication, and reputation management, offering invaluable insights into the shifting dynamics of the PR landscape.

Further enriching the discussions, Ravindra Samant (Assistant Account Manager, Adfactors PR) and Vishal Gera (HR Director, India Archetype) provided key perspectives on industry trends and career opportunities, guiding students on how to navigate the competitive PR sector.

Students actively participated in engaging Q&A sessions, drawing practical lessons from real-world case studies and expert strategies. The conclave proved to be an inspiring and informative experience, broadening students' understanding of public relations and encouraging them to explore career prospects in the field while highlighting its critical role in brand building and reputation management.

SSJMC Celebrates 76th Republic Day with Patriotism and Purpose



26 January 2025, Sector-62, Noida: The Satyam School of Journalism and Mass Communication (SSJMC) celebrated today with fervent patriotism and a deep sense of national pride on the 76th Republic Day. This historic day marks the adoption of the Indian Constitution, reminding the nation of its commitment to democracy, equality, and justice.

In collaboration with the other departments of the Satyam Group of Institutions, the grand flag-hoisting ceremony in SSJMC echoed the spirit of unity and integrity. The gathering was honored with the presence of Dr. Vandana Jaglan (Principal, SFI); Dr. Neetu Malhotra (Vice Principal, SFI); Mrs Preeti Goel, Head, IQAC, SCE; Mrs. Priyanka Sarkar (HOD-SSJMC), and Dr. M. Alam (Dean-SSJMC), along with distinguished faculty members, staff, and students.

Inspiring orations and dynamic cultural presentation characterized the event, representing the Constitution's values and inspiring everyone towards justification of the ideals of justice, liberty, and fraternity.

On this proud occasion, SSJMC extends the warmest wishes to one and all, and inspires people to renew their commitment toward building a progressive, united, and inclusive India.

SSJMC Students Go on Air with Red FM's 'Dilli ka Kadak Launda' to Talk First-Time Voting



Noida, January 27, 2025: In a unique blend of education and entertainment, students from Satyam School of Journalism and Mass Communication recently visited Red FM today to participate in the popular show "Dilli ka Kadak Launda" hosted by RJ Rohan and RJ Nalwa.

The episode, centered around first-time voters in the forthcoming Delhi Election 2025, was a window for young adults to express themselves emotionally, subjectively, and experientially as they made their debut entrance into the realm of voting. A serious discussion along with fun interactive elements were dealt with in perfect balance by the show, keeping the students engaging throughout.

Participating in this active debate allowed students to gain new information on adulthood's duties and importance of practicing the right to vote. This experience was at once enriching and fun and allowed students an experience they otherwise might not have, listening live to a radio broadcast and offering opinions on such an important matter.

This would probably be an exemplary instance of experiential learning, as students could come to apply theory in a real-world scenario toward their richer grasping of the role the media plays in public discourse.

Cyber Security Awareness Drive Equips Satyam Students with Digital Safety Skills



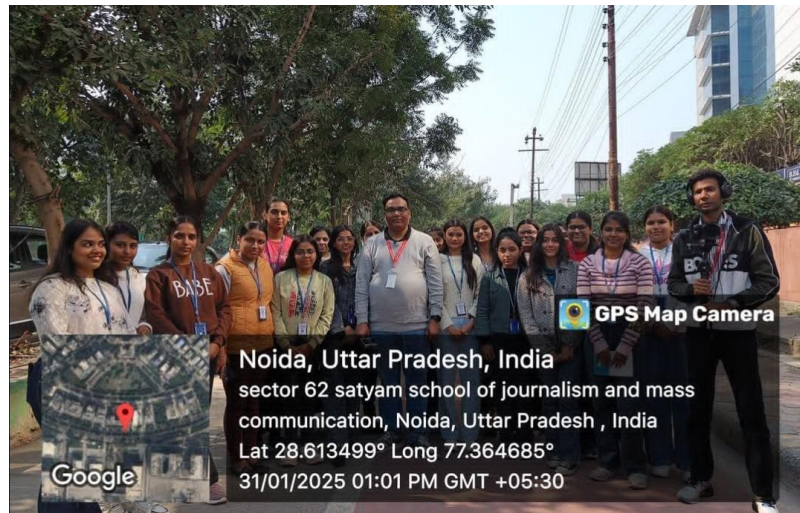
27 January 2025, Sector-62, Noida: Satyam Group of Institutions in association with the local police association had a very engaging session under "Cyber Security Awareness Drive". It was about the increasing menace in the virtual world and enhancing cyber safety.

The session gave the students in-depth insights into critical issues such as phishing, identity theft, and online fraud, equipping them with practical strategies to safeguard their digital presence. Participants actively engaged with cyber security experts to seek clarity on handling cyber emergencies and the appropriate channels for reporting online crimes.

It was a proud moment for the Satyam community to witness the presence of key dignitaries including Mrs. Sneha Singh, Chairperson; Dr. Vandana Jaglan, Principal, SFI; Dr. Neetu Malhotra, Vice Principal, SFI; Ms. Preeti Goel, Head, IQAC, SCE; Ms. Neha Aggarwal, HOD (Academics), SCE; Dr. M. Alam, Dean, SSJMC; Ms. Priyanka Sarkar, HOD, SSJMC; and Ms. Charu Ahluwalia, Program Coordinator, SSJMC, among other distinguished faculty members.

The project reflected the fact that the institution is dedicated to fostering a culture of digital responsibility amongst students. Essential cyber safety skills were being communicated to Satyam Group of Institutions students for safe and effective navigation of the digital world.

SSJMC Students Get Real-World Exposure with Budget 2025 Field Reporting Session



31 January 2025 | Sector-62, Noida: Satyam School of Journalism and Mass Communication (SSJMC), in collaboration with One India, conducted an interactive field reporting session focused on Budget 2025. The initiative aimed to equip students with practical reporting skills by engaging them in public discussions about government policies, financial planning, and budget expectations.

Students actively participated in gathering public opinions, enhancing their ability to analyze financial policies and present balanced reports. The session also emphasized the role of journalism in shaping public awareness and discourse. Through this real-world exposure, students gained firsthand experience in covering economic issues, understanding policy impacts, and refining their reporting techniques.

Faculty members and media professionals guided the students, ensuring they grasped the nuances of budget reporting. The activity reinforced the importance of responsible journalism and its influence on public perception.

By blending theoretical knowledge with fieldwork, SSJMC continues to provide students with industry-relevant experiences, preparing them for careers in media. The session was a testament to the institute's commitment to fostering future journalists who can effectively analyze and communicate complex financial matters to the public.

SSJMC Hosts Election Reporting Workshop with Veteran Journalist Umesh Joshi

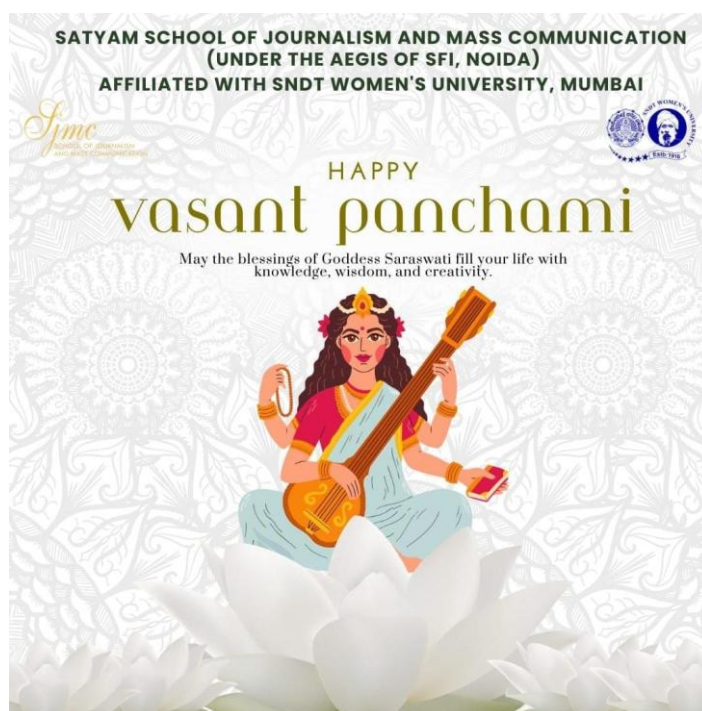


31 Jan 2025, Sector 62, Noida: The Satyam School of Journalism and Mass Communication organised an interesting workshop with Ex-senior Journalist Umesh Joshi from Jansatta Newspaper. In the discussion on Election 2025 and Ethical Responsibilities of Journalists, a lot more than what goes into theoretical knowledge of how to report about politics responsibly was in store for the audience

Mr. Joshi started an interactive discussion, asking the students to share their own views on elections. He told them that, in journalism, accuracy, neutrality, and rigorous fact-checking play a very critical role, emphasizing the dangers of misinformation and biased narratives in political coverage.

The session saw excellent participation from the students, which was a beneficial learning experience into ethical journalism, and its pivotal role in upholding democracy. Mr. Joshi's able guidance underlined the importance of responsible reporting, especially in times of changing dynamics in the media. The workshop equipped aspiring journalists with the fundamental skills to effectively navigate political reporting with integrity. It reinforced that accuracy and objectivity are pivotal in shaping the public discourse.

SSJMC Celebrates Vasant Panchami with Devotion and Enthusiasm



The School of Journalism and Mass Communication (SSJMC) joyfully celebrated Vasant Panchami, an auspicious festival dedicated to Goddess Saraswati, the deity of wisdom, knowledge, music, and arts. This day, marking the arrival of spring, holds deep cultural significance across India. Students and faculty came together in devotion, dressed in vibrant yellow, symbolizing energy and prosperity. Traditional prayers were offered, seeking blessings for wisdom and creativity, while cultural activities enriched the spirit of learning.

Vasant Panchami also signifies new beginnings, making it an ideal time to embark on fresh academic and artistic endeavors. Kite flying, music, and poetry added to the festivities, reflecting the joy of learning.

May Goddess Saraswati bless everyone with intelligence, knowledge, and creativity. As we embrace the season of growth, SSJMC extends warm wishes for a bright and prosperous Vasant Panchami, inspiring minds to seek wisdom and enlightenment.

SSJMC Celebrates Saraswati Puja with Devotion and Academic Spirit

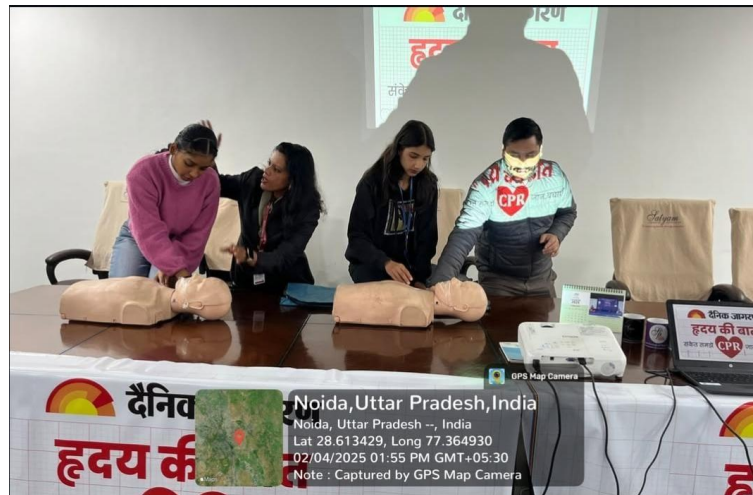


3 February 2025, Sector-62, Noida: The Satyam School of Journalism and Mass Communication(SSJMC) observed Saraswati Puja with great reverence and enthusiasm, celebrating the arrival of spring and honoring Goddess Saraswati, the divine symbol of wisdom, knowledge, music, and the arts.

The auspicious ceremony was attended by respected members of the Satyam community, including Dr. Vandana Jaglan, Principal of SFI; Dr. Neetu Malhotra, Vice Principal of SFI; Dr. Bineeta Agrawal, Principal of SCE; Ms. Preeti Goel, Head of IQAC, SCE; Ms. Neha Aggarwal, HOD (Academics), SCE; and Ms. Charu Ahluwalia, Program Coordinator of SSJMC, along with other distinguished faculty members.

The event beautifully combined tradition with academic spirit, as prayers and rituals fostered an atmosphere of positivity, learning, and renewal. With sincere devotion, the Satyam Group of Institutions embraced the season of new beginnings, reaffirming their dedication to knowledge, creativity, and excellence.

Satyam School of Journalism and Mass Communication "Hriday Ki Baat"
at the campus: "CPR for Life" Save the students



4 February 2025 | Sector-62, Noida: Satyam School of Journalism and Mass Communication, in collaboration with Dainik Jagran, organized the Critical Awareness Program "Hriday Ki Baat" focused on Cardiopulmonary Resuscitation (CPR). This initiative aimed to equip participants with essential life-saving skills to respond effectively to cardiac emergencies.

The event featured Mr. Avnish Mishra (Bureau Head, Dainik Jagran) and Mr. Vijay Singh (Administration, Dainik Jagran), along with medical professionals from Metro Group of Hospitals: Prof. Sneha Mathew – Professor & Dean (Student Welfare) Mr. Parshant Thakur – Vice Principal, Paramedical Mr. Mohd Aslam – Senior Nursing Staff Mr. Sumit Kumar – Senior Executive (Marketing)

Participants received practical CPR training that included fundamental techniques such as chest compressions, artificial respiration, and emergency response strategies. Experts emphasized the golden minute rule, stressing that prompt action is crucial for saving lives during cardiac arrests.

The program concluded with a vote of thanks from Dr. M. Alam, Dean of SSJMC, who expressed gratitude to the dignitaries and medical professionals for their invaluable insights. SSJMC reaffirmed its dedication to promoting health awareness and life-saving education.

SSJMC Students Visit World Book Fair 2025



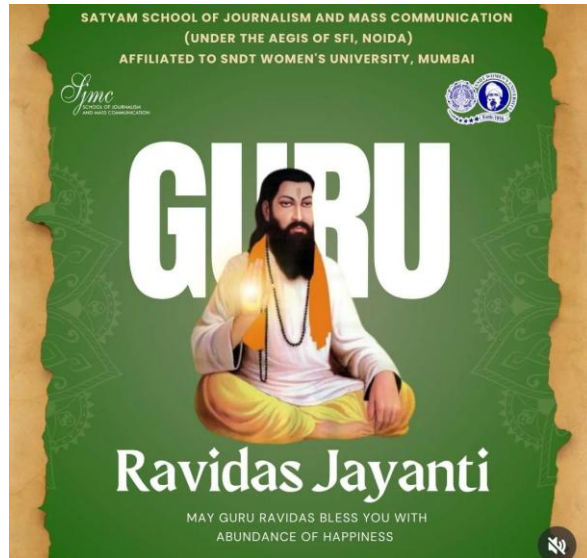
February 6, 2025 | Pragati Maidan, New Delhi: Students from Satyam School of Journalism and Mass Communication (SSJMC) attended the New Delhi World Book Fair (NDWBF) 2025, held from February 1 to 9 at Pragati Maidan. Organized by the National Book Trust, India, this year's fair revolved around the theme "Republic@75."

The event featured various sections, including the Children's Pavilion, Yuva Corner, International Events Corner, and Cultural Programmes. SSJMC students explored the Authors' Corner and Yuva Corner, where they discovered a wide range of inspiring and informative books. The interaction with authors and publishers provided valuable insights into the literary world.

Many students expressed their satisfaction with the diversity of books and the engaging discussions. The fair offered an enriching experience, fostering a love for literature and knowledge. The lively and vibrant atmosphere made it a memorable visit, leaving students motivated and enthusiastic about reading and writing.

Attending such events helps aspiring media professionals broaden their perspectives and stay updated with literary and journalistic trends. Overall, the visit to the World Book Fair 2025 was a fulfilling and inspiring experience for SSJMC students.

Honoring Sant Guru Ravidas: A Beacon of Equality and Devotion



12 February, 2025, Sector-62, Noida: Today, Satyam School of Journalism and Mass Communication (SSJMC) proudly commemorates the birth anniversary of Sant Guru Ravidas, a revered saint, poet, and social reformer. His teachings emphasized equality, unity, and devotion, inspiring generations to rise above discrimination and embrace humanity.

Guru Ravidas advocated for a society free from caste barriers, where love and kindness prevail. His timeless wisdom continues to guide us toward a world built on compassion, justice, and inclusivity. His devotional hymns, filled with spiritual depth and social consciousness, remind us of the power of faith and righteousness.

On this special occasion, let us reflect on his message and commit ourselves to fostering harmony and peace. By following his ideals, we can contribute to a more just and united world.

SSJMC Students Explore Newsroom Dynamics during Valentine's Day Visit to ZEE News



February 12, 2025, sec-98, Noida: BMM 1st and 3rd-year students from Satyam School of Journalism & Mass Communication (SSJMC) had an enriching visit to ZEE News for a Valentine's Day special program. The visit provided firsthand exposure to a professional newsroom, live broadcasting, and the intricate process of news production.

A key highlight was a thought-provoking debate session on the true meaning of Valentine's Day and love. Students engaged with media professionals, discussing different perspectives and ethical considerations in reporting such topics. This interactive experience helped them develop critical thinking and an understanding of responsible journalism.

Additionally, students had the opportunity to interact with esteemed media professionals who shared insights into journalism's evolving role in entertainment and audience engagement. They gained practical knowledge about conceptualizing and executing themed programs, enhancing their understanding of media dynamics.

The visit successfully bridged the gap between theoretical learning and real-world media operations. It not only deepened students' appreciation of journalism but also inspired them to explore careers in the industry. Overall, this experience was both educational and enjoyable, leaving SSJMC students with valuable lessons in media production and journalistic ethics.

SSJMC Students Mark World Radio Day with Creative Broadcast Training and Tribute to the Timeless Medium



Noida, 13 January 2025: As the world gears up to celebrate World Radio Day on February 13, students at Satyam School of Journalism and Mass Communication (SSJMC) engaged in the art of radio broadcasting, acknowledging its crucial role in informing, educating, and connecting communities.

Under the guidance of Mrs. Priyanka Sarkar, Head of Department at SSJMC, students explored the nuances of radio journalism by crafting scripts and practicing live recordings in the school's state-of-the-art audio lab. This hands-on experience not only honed their creative and technical skills but also underscored the importance of radio in today's digital age.

Radio, with its ability to evolve alongside technology while remaining true to its core mission, continues to be a significant medium that fosters dialogue and bridges cultures. As future media professionals, the students of SSJMC are eager to carry on this legacy, ensuring that radio stays vibrant in the ever-changing media landscape.

Let us celebrate the timeless essence of radio, hoping its enduring spirit continues to enlighten, inspire, and unite our lives for generations to come!

SSJMC Students Experience Live Debate on IIT Baba at Times Now Navbharat



Noida, February 17, 2025: Satyam School of Journalism and Mass Communication (SSJMC) students had a rich experience today as they went to the set of Dharm Sankat, a high-voltage debate show on Times Now Navbharat.

The show went into the story of IIT Baba (Abhay Singh), an online star whose popularity and controversial remarks have sparked controversies among young viewers. The debate raged on around his inflammatory declaration of being 'God,' leaving people divided about their views on the issue.

Hosted by Dinesh Gautam, the debate had two rival panels. Representing IIT Baba's side were Mamta Kale and Manvi Taneja, and opposing them were Swami Vedmurti Anand Ji and psychologist Kapil Kakkar. The debate was filled with emotional arguments, examining IIT Baba's impact, his spiritual claims, and their psychological effects on impressionable minds.

For students of SSJMC, the visit provided a significant behind-the-scenes experience of live news debates, panel dynamics, and the rapid world of television broadcasting, complementing their academic education through first-hand media experience.

SSJMC Students Hone Scriptwriting Skills in Engaging Workshop with Theatre Expert Niloy Roy



17 February 2025, Sector-62, Noida: Satyam School of Journalism and Mass Communication (SSJMC) also kept going with its vibrant drama classes under the expert direction of popular theatre guru Mr. Niloy Roy. The second day of the workshop saw the session move on to the basics of playwriting and script writing, giving students an engaging learning experience.

The workshop began with an engaging introduction to scriptwriting, where students gained an understanding of the major elements involved in creating an engaging narrative. Mr. Roy highlighted the significance of planning a story, creating well-rounded characters, and penning powerful dialogues that connect with the audience.

To promote experiential learning, the class was split into three groups and each group was given a different storyline. Students worked together to convert these stories into well-formatted scripts using the techniques covered in the session. The interactive nature promoted creative freedom, critical thinking, and collaboration, enhancing their knowledge of storytelling for theatre and media.

With its combination of practice and theory, the session was a rich experience, providing budding media professionals with critical scriptwriting knowledge. SSJMC remains committed to experiential learning, helping students acquire industry-specified skills in the ever-changing world of media and communication.

SSJMC Students Gain Insight into Investigative Journalism through News Nation's 'Operation Pakhand'



Noida, Sector 126 | February 21, 2025: Students of the Satyam School of Journalism and Mass Communication (SSJMC) Bachelor of Mass Media (BMM) course visited a gripping event at the News Nation studio, gaining first-hand experience of investigative journalism. The event was centered on Operation Pakhand, a sensational series that exposes fake spiritual gurus deceiving people in the name of religion and healing.

The show in question unveiled a so-called Baba—a self-appointed social worker claiming supernatural healing powers for himself. The claims were critically questioned by a prestigious panel that included mentalist Amar Singh, Dr. Kakkar, and Sadhvi, together with anchor Rohit Ranjan. When questioned to heal patients on live TV, he couldn't prove anything tangible, unmasking his deceptive tactics.

The panel discussion highlighted the urgent necessity to discriminate between true spirituality and manipulative charlatans. Experts identified ways in which such impostors take advantage of individuals' emotional, financial, and health-based vulnerabilities and employ religion for their personal interests.

The experience was both informative and insightful for SSJMC students, reaffirming the role of investigative journalism in protecting public interest and encouraging critical thinking.

First-Time Voters Share Hopes and Concerns in SSJMC Students' Ground Report

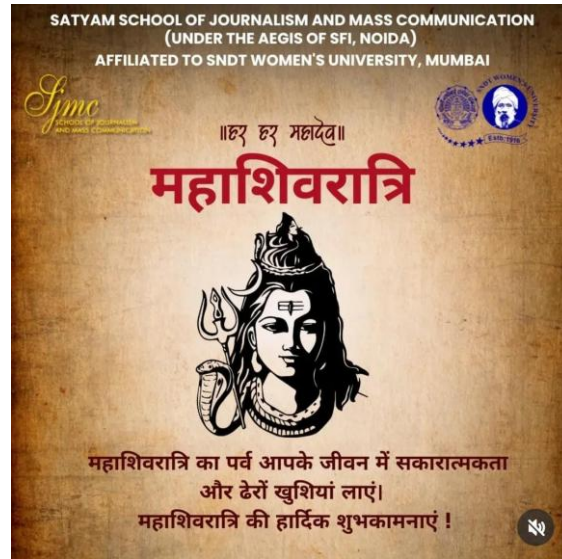


Noida, February 24, 2025 – Satyam School of Journalism and Mass Communication (SSJMC) students carried out an enlightening field report, recording the views of first-time voters on election outcomes and their election experience.

The first-time voters were thrilled to be a part of the democratic process, realizing that they had a role to play in determining the future of the country. Although some were satisfied with the results of the election, others were vocal about their demands from the new government. Some of the major issues were pollution, public transport, education, and safety in Delhi, with most expecting meaningful reforms.

This field exercise gave SSJMC students a first-hand reporting experience, making them more competent journalists while tapping into genuine public opinion. Their zeal signaled increasing political awareness among young people, reflecting a move toward an empowered and informed electorate.

SSJMC Marks Mahashivratri with Prayers for Peace and Enlightenment



Sector-62, Noida | February 26, 2025: Mahashivratri, the great night of Lord Shiva, is a time for devotion, transformation, and inner awakening. This sacred festival marks the divine union of Lord Shiva and Goddess Parvati, symbolizing the triumph of faith and meditation.

On this auspicious occasion, let us immerse ourselves in prayers, fasting, and meditation, seeking Lord Shiva's blessings for strength, wisdom, and peace. The night-long worship fills the soul with divine energy, guiding us toward righteousness and self-realization.

Satyam School of Journalism and Mass Communication extends warm wishes to everyone celebrating this festival. May Lord Shiva's grace bring happiness, prosperity, and spiritual enlightenment into your life. Let's embrace the spirit of transformation and devotion, chanting Har Har Mahadev!

Aarushi Ranjan Leads Inspiring Women's Day Talk at SSJMC, Sparks Dialogue on Gender in Journalism



1 March 2025, Sector-62, Noida: Satyam School of Journalism and Mass Communication (SSJMC) marked International Women's Day with an insightful session in collaboration with One India. The event featured renowned anchor Aarushi Ranjan, who engaged with students on the significance of gender narratives in journalism.

Addressing the gathering, Aarushi Ranjan applauded the students for their enthusiasm and thoughtful contributions. She emphasized how media plays a crucial role in shaping public perception and the importance of fair and balanced reporting on gender issues. Through real-world examples and interactive discussions, she encouraged students to be responsible journalists who advocate for true gender equality.

The session sparked meaningful conversations on societal stereotypes, women's representation in media, and the responsibilities of journalists in fostering an inclusive society. Students actively participated, sharing their perspectives and discussing ways to challenge gender biases through their future work.

The event successfully created awareness and inspired students to approach journalism with a strong commitment to fairness and empowerment. By collaborating with One India, SSJMC reinforced its dedication to shaping socially conscious media professionals who will contribute to a more balanced and equitable society.

SSJMC Hosts Engaging Session on Women's Awareness and Safety on National Safety Day



March 4, 2025 | Sector-62, Noida: With an aim to sensitize and make a plea for a secure world for women, the Satyam School of Journalism and Mass Communication (SSJMC) conducted a special session on National Safety Day. An enlightening speech by Mr. Kushal Bharti, Sports Faculty, was organized bringing together students as well as staff members dedicated to promoting women's rights and security.

During his speech, Mr. Bharti highlighted the key importance of education in empowering women and emphasized that there should be proactive safety actions. Bringing practicality to the discourse, Ms. Charu Ahluwalia, Programme Coordinator, informed students on the application of pepper spray as well as how emergency helpline numbers can be called in case of urgent help.

The session also comprised an interactive discussion, during which students freely expressed their ideas, experiences, and insights on women's safety. It ended with a powerful call to action, urging participants to become vigilant champions of a safer and more inclusive society.

SSJMC Hosts Interactive Lecture on International Day of Action for Rivers, Highlights Ecological and Cultural Significance



March 5, 2025 | Sector-62, Noida: Satyam School of Journalism and Mass Communication (SSJMC) celebrated a special lecture to commemorate the International Day of Action for Rivers, annually on March 14. Conducted by Dr. Priyanka Sarkar (HOD, SSJMC), Ms. Charu Ahluwalia (Programme Coordinator, SSJMC), and Ms. Meenakshi Sachdeva (Assistant Professor, SSJMC), the session had an objective of shedding light upon India's river importance from cultural, ecological, as well as spiritual perspectives.

Ms. Priyanka Sarkar presented enlightening facts regarding significant rivers such as the Ganga, Yamuna, Saraswati, Mandakini, and Brahmaputra, highlighting their cultural and ecological significance. The presentation invited student engagement, providing opportunities for students to present their ideas and further enrich their knowledge on river conservation.

The lecture was an eye-opener, stimulating awareness of the significant role rivers play in sustaining life and culture in India.

SSJMC Celebrates Women's Day with Heartfelt Wishes: Empowering the Fearless, Fierce, and Fabulous



March 8, 2025, Sector-62, Noida: Satyam School of Journalism and Mass Communication extends heartfelt wishes to all the incredible women on this special day!

You are the embodiment of power, grace, and determination. Each of you carries a unique spark—whether as a leader, a nurturer, an innovator, or a dreamer. Your courage, strength, and resilience shape the world in extraordinary ways.

This Women's Day, celebrate yourself—your achievements, your dreams, and the limitless possibilities ahead. Embrace your uniqueness, break barriers, and continue to inspire. You are strong, you are fearless, and you are unstoppable

Here's to the women who uplift, empower, and redefine excellence. May your day be filled with love, laughter, and endless opportunities. Keep shining, keep soaring, and keep making the world a better place!

SSJMC Students Celebrate Holi with Colors and Joy at News Nation's Festive Event



March 11, 2025, Sector-126, Noida: Satyam School of Journalism and Mass Communication students drenched themselves in the festive colors of Holi at News Nation's celebratory event. Popular news anchor, Rajana Singh Rathore, opened the festivities, warmly greeting the audience and guest of honor, talented Gori Nagor.

The festival was a rainbow of colors, music, and happiness, uniting participants in a common celebration of the festival. Gori Nagor spoke about her motivating experiences and emphasized the importance of maintaining cultural heritage.

The celebrations included enchanting traditional music, spellbinding dance performances, and interactive activities, which enabled all to join in the festive mood.

SSJMC Students Shine in No Smoking Day Poster Competition, Advocating for a Smoke-Free Future



March 12, 2025, Sector-62, Noida: Satyam School of Journalism and Mass Communication (SSJMC) observed No Smoking Day with a vibrant poster competition centered around the theme "Say No to Smoking – Choose Life." The event aimed to raise awareness about the dangers of smoking and encourage a healthier lifestyle.

Students poured their creativity into thought-provoking posters, using striking visuals and powerful messages to advocate for a smoke-free society. The competition saw enthusiastic participation, with entries showcasing artistic talent and strong social messages.

Shallu and Sneha stood out with their impactful artwork, securing first and second place, respectively. Their posters effectively conveyed the harmful effects of smoking while inspiring viewers to make healthier choices.

The event not only allowed students to express their perspectives but also reinforced the importance of responsible decision-making regarding health. By combining creativity with a meaningful cause, SSJMC students took a stand against smoking, contributing to a broader movement for a tobacco-free future.

Such initiatives highlight the role of young minds in shaping public awareness and emphasize the significance of artistic expression in promoting social change.

SSJMC Celebrates Holi with Colors, Music, and Dance, Spreading Joy across Campus



March 12, 2025, Sector-62, Noida: The Satyam School of Journalism and Mass Communication (SSJMC) came alive with colors and joy as students and faculty celebrated the festival of Holi on campus. The event was a vibrant affair, filled with colors, music, and traditional sweets, bringing together everyone in a spirit of unity and festivity.

The celebration began with students and faculty applying gulal to each other, symbolizing harmony and friendship. Buckets of colored water and pichkaris added to the excitement, making the event even more lively. A special attraction of the event was the energetic dance session, where students grooved to popular Holi songs, creating an electrifying atmosphere.

No Holi celebration is complete without sweets, and SSJMC ensured the tradition was followed with delicious gujiyas being served to all participants. Faculty members actively joined in the festivities, making the event a memorable one for students. The celebration not only allowed students to enjoy the festival but also reinforced the sense of community within the campus.

Overall, the Holi celebration at SSJMC was a grand success, filled with laughter, colors, and joy, making it a day to remember for everyone present.

Satyam Group of Institutions Hosts Grand Graduation Ceremony, Celebrating Excellence and Future Media Leader



Sector 62, Noida, 22nd March 2025: The Satyam Group of Institutions Annual Graduation Ceremony was conducted with immense pride and grandeur at its esteemed campus in Sector 62, Noida. The event marked the milestone of the B.A. (Mass Media) graduates of the Batch of 2021-2024, celebrating their academic perseverance and achievements. The convocation was not just a celebration of success but also a reflection of the institution's unrelenting pursuit of excellence in education and professional growth.

The function began with a grand academic procession, formally marking the beginning of the convocation. Adding to the importance of the occasion was the dignified presence of Prof. (Dr.) Ujjwala Chakradeo, Vice Chancellor of SNDT Women's University, Mumbai, who honoured the occasion. In her motivating speech, she stressed the pivotal role of media professionals in building society and called upon the graduates to strive for excellence with honesty and accountability.

The program was also given a boost through the attendance of some prominent dignitaries such as Mrs.Sneh Singh, Chairperson, Satyam Group of Institutions; CA (Dr.) Pradeep Gupta, Dignified Secretary Trustee; Mrs.Rashmi Gupta, Coordinator, Heartfulness; Mr. V.P. Singh, Executive Advisor, Satyam Group of Institutions; and Guruji Shri Dinesh Kumar Ji, a well-

known Spiritual Mentor and Trainer. Their attendance highlighted the institution's firm footing in values and leadership in academia.

There was a moment of great pride when Prof. Ujjwala Chakradev , VC, SNDT Women's University, Mumbai, CA(Dr.) Pradeep Gupta and Mrs. Sneh Singh, Chairperson, Satyam Group of Institutions, awarded degrees to the graduates in the presence of distinguished academicians and institutional heads. Those present included Dr.VandanaJaglan, Principal of Satyam Fashion Institute (SFI); Dr.Neetu Malhotra, Vice Principal of SFI; Dr. Bineeta Agarwal, Principal of Satyam College of Education (SCE); Ms.Preeti Goyal, IQAC Coordinator; Mrs. Neha Agarwal, Program Head at SCE; Dr. M. Alam, Dean of Satyam School of Journalism & Mass Communication (SSJMC); and Dr. Priyanka Sarkar, Head of the Department at SSJMC. The campus lawn was full of enthusiasm and pride as administrative staff, faculty members, and parents participated in the celebration of the graduates' achievement.

The convocation also honoured students who exhibited remarkable academic excellence. Some of the prominent awardees were Nikita Rawat, who was awarded the University Gold Medal in B.A. Mass Media, and Priya Goyal, Swakshi Kumar, and Sakshi Goswami, who were placed second, fourth, and fifth in the University Merit List, respectively. College toppers were also rewarded, such as Shivani Tiwari in Journalism Specialization and Mansimar Kaur in Animation Specialization. Their impressive performance was welcomed with applause and admiration from the audience.

Along with academic awards, the convocation honored students for their success in the "Earn While You Learn" Program, which is designed to increase practical learning and industry experience. Final-year students honoured included Ishika Jaiswal, Shreyangi Singh, and Vaishnavi. Second-year students, such as M. Tanushya, Roshini Bagdwal, Srishti Rana, Nisha Choudhary, and Azli Khan, were also awarded for their work. First-year students Bhumi Bhola and Itika Kardam were recognized for their pre-freshman commitment to experiential learning.

The convocation was not only a ceremony, but also a celebration of determination, aspirations, and boundless possibilities. It reaffirmed Satyam Group of Institutions' resolve to creating future leaders, innovators, and game-changers in the media and communication sector. As the graduates set forth on their professional path, they take with them the values, learnings, and capabilities instilled by the institution, armed and ready to make a difference in the world.

The programme ended with a sincere Vote of Thanks presented by Dr. M. Alam, Dean of SSJMC, who thanked the dignitaries, faculty members, students, and parents for making the convocation a day to remember and an inspiring day.

SSJMC Celebrates World Theatre Day with Powerful Performance of Amrita Pritam's Poetry in 'Aantarik'



Sector-62, March 27, 2025: Satyam School of Journalism and Mass Communication (SSJMC) celebrated World Theatre Day by organizing an electrifying theatrical show, "Aantarik." It was organized at 11:00 AM in the Performance Hall (5th floor), which attracted students, teachers, and theatre lovers to experience a deeply enriching piece of art.

The crowning glory of the celebration was a dramatic performance of Amrita Pritam's poetry, beautifully brought to life by first-year students under the guidance of Niloy Roy. Through poignant performances, the production explored Pritam's universal themes of love, longing, and inner conflict, presenting a poignant tribute to her literary genius.

With a visually striking background that resonated with Pritam's poeticity, the students gave powerful dialogue, emotive stage presence, and intense emotional involvement. Their passion for storytelling through theatre enthralled the audience, with a lasting impression.

The event ended with thunderous applause and sincere gratitude for the organizers and performers. "Aantarik" not only paid tribute to Amrita Pritam's literary heritage but also served as an inspiring platform for young artists to discover the wonders of theatre and performance arts.

SSJMC Students Shine as Volunteers at Silver Synergy Summit 2025, Gaining Real-World Experience



New Delhi, March 27, 2025: Students from Satyam School of Journalism and Mass Communication (SSJMC) actively participated as volunteers at the Silver Synergy Summit 2025, held at Juniper Hall, India Habitat Centre. The summit, focused on senior citizens' well-being and financial security, proved to be a valuable platform for experiential learning and practical exposure.

SSJMC volunteers played key roles in various aspects of the event—from handling registration and assisting media personnel to managing logistics and guiding participants. Their contribution was vital in ensuring the seamless execution of the summit. Working closely with the organizing committee, students gained hands-on experience in event planning, media coordination, and stakeholder engagement.

This opportunity also deepened their understanding of policies related to elderly care, financial planning, and the social challenges faced by senior citizens. Through real-time problem-solving, communication, and teamwork, the students refined essential professional skills.

The organizers expressed immense appreciation for the dedication and professionalism displayed by the SSJMC team. Their involvement not only highlighted the institution's emphasis on social responsibility but also reaffirmed its commitment to providing students with industry-relevant exposure. The summit was both an enriching academic endeavour and a meaningful contribution to society.

SSJMC Extends Warm Baisakhi Wishes, Celebrating Prosperity, Unity, and New Beginnings



13 April 2025 | Sector-62, Noida: As golden fields sway to the rhythm of harvest and dhol beats fill the air, Satyam School of Journalism and Mass Communication (SSJMC) extends heartfelt wishes for a joyous Baisakhi!

This vibrant festival marks new beginnings, prosperity, and gratitude. May your life be filled with happiness, success, and cherished memories as bright as the spring sun. Let us embrace this season with hope in our hearts, unity in our actions, and positivity in our thoughts.

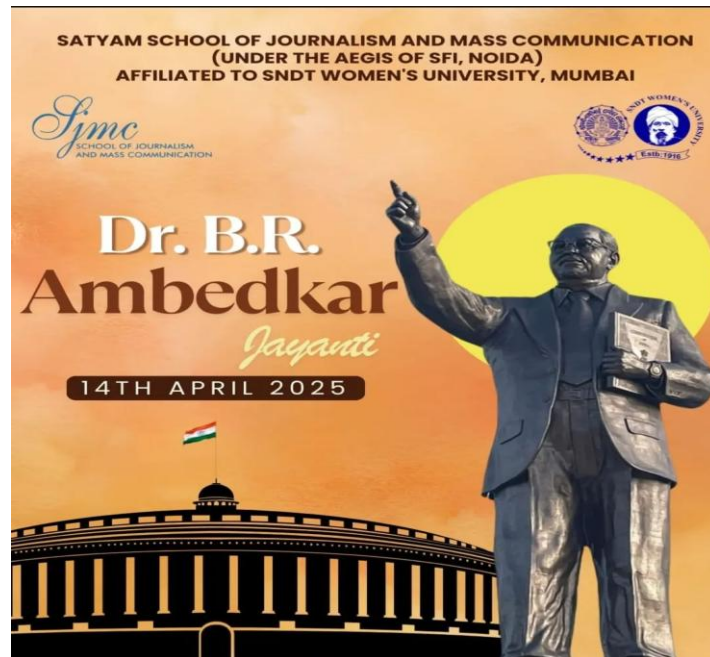
Baisakhi reminds us to celebrate the fruits of hard work and the beauty of togetherness. It's a time to honour traditions, spread kindness, and move forward with renewed energy.

Wishing you sunshine in your days, laughter in your heart, and strength in your steps.

Happy Baisakhi from the entire SSJMC family!

Stay blessed. Stay joyful. Stay inspired.

Celebrating the Visionary: SSJMC Salutes Dr. B. R. Ambedkar on His Birth Anniversary



14 April 2025 | Sector-62, Noida: Satyam School of Journalism and Mass Communication (SSJMC) proudly commemorates the birth anniversary of Dr. B. R. Ambedkar — the chief architect of the Indian Constitution, a visionary reformer, and a tireless advocate for social justice.

Dr. Ambedkar's life was a beacon of courage, intellect, and resilience. His groundbreaking work laid the foundation for a more inclusive and equitable India, empowering countless individuals to rise above discrimination and dream of a better future.

On this momentous day, SSJMC pays heartfelt tribute to his enduring legacy and the democratic ideals he championed — equality, liberty, and fraternity. As an educational institution, we reaffirm our commitment to upholding and spreading his principles through knowledge, dialogue, and civic engagement.

Let us remember and honour Dr. Ambedkar not just today, but every day — by striving toward a society rooted in justice, awareness, and unity.

SSJMC's Placement Drive Connects Students with Top Media Industry Leaders for Career Opportunities



Noida, April 29, 2025 – A vibrant "Career Defining Internship and Placement Drive" was organized by the Satyam School of Journalism and Mass Communication (SSJMC), Sector 62, a significant milestone towards matching academic prowess with industry needs. Conducted under the guidance of Prof. (Dr.) M. Alam (Dean), Dr. Priyanka Sarkar (HoD), and facilitated by Ms. Charu Ahluwalia (Course Coordinator), Ms. Meenakshi Sachdeva, and Ms. Sabat Khan, the event witnessed healthy participation from top media and communication companies.

Prestigious organizations like Blink Craft, Delente, Bharat24, Value 360, PushX Pvt. Ltd., and National Khabar provided internship opportunities to first and second-year students, whereas final-year students participated in interviews for full-time jobs. The wide range of opportunities included Animation, Journalism, Advertising, and Public Relations—enabling students to explore niche career options.

The process of selection involved interviews, portfolio presentations, and tests based on skills, with the recruiters appreciating the creativity, industry-readiness, and professionalism of the students.

The drive was a pioneering collaboration that provided a platform for career breaks to the students as well as reaffirmed SSJMC's commitment towards offering direct industry exposure. The two-day drive resumes tomorrow with more opportunities and associations in store to mold the media professionals of tomorrow.

14. ACADEMIC CELLS

- **About**

Satyam Fashion Institute has a group of cells headed by the Chairperson of Group of Institutions; Dr. Sneh Singh followed by Dr. Neetu Malhotra, Principal of Satyam Fashion Institute & Chairperson of Academic Cells, Dr. Preeti Singh, IQAC Coordinator, along with the team members and student coordinators.

- **Role of Members**

Chairperson of Academic Cell

To approve policy matters related to the cell and monitor its progress.

- **IQAC Coordinator**

To supervise overall activities of the cell and its execution.

- **Cell Members**

Short listing and organizing the data and activities.

- **Student Representatives**

Collection of data and assisting the faculty in-charge


IQAC Coordinator
Satyam Fashion Institute
C-56A/14 & 15, Sector-62
Noida- 201309

List of Academic Cells & its Personnel (2024-25)

Chairperson- Dr. Neetu Malhotra, Principal

IQAC Coordinator- Dr. Preeti Singh, Assistant Professor

S.No.	Name of Academic Cells	Email Id's
1	Iqac Cell	Iqac.cell@satyamfashion.ac.in
2	Cultural Cell	Cultural.cell@satyamfashion.ac.in
3	Placement Cell	Placement.cell@satyamfashion.ac.in
4	Extension Cell	Extension.cell@satyamfashion.ac.in
5	Alumni Cell	Alumni.cell@satyamfashion.ac.in
6	Admission Cell	Admission.cell@satyamfashion.ac.in
7	Anti-Ragging Cell	Antiragging.cel@satyamfashion.ac.in
8	Library Cell	Library.cell@satyamfashion.ac.in
9	Sports Cell	Sports.cell@satyamfashion.ac.in
10	Women Cell / Internal Complaints Committee	Women.cell@satyamfashion.ac.in
11	Examination Cell	Examination.cell@satyamfashion.ac.in
12	Grievance Redressed Cell	Grievance.cell@satyamfashion.ac.in
13	Publication Cell	Publication.cell@satyamfashion.ac.in
14	Social Media Cell	Social.cell@satyamfashion.ac.in
15	Entrepreneurship Cell	Entrepreneurship.cell@satyamfashion.ac.in
16	Nep Implementation Cell	Nep. Cell@satyamfashion.ac.in
17	Indian Knowledge System (IKS) Cell	Iks.cell@satyamfashion.ac.in
18	Guidance Cell	Guidance.cell@satyamfashion.ac.in

Dr. Neetu Malhotra
IQAC Coordinator
Satyam Fashion Institute
C-56A/14 & 15 Sector-62
Noida- 201309

I. IQAC CELL

➤ Objectives

- To maintain standards of quality for achieving academic excellence.

➤ Functions

- Upgrading academic environment for students
- Prepares Annual Calendar events
- Conducts periodic meetings for review of work and improvement
- Helps in formation of Committees for achievement of mission and vision of college.
- Organizes capacity building sessions
- Gives progressive suggestions during college development committee meetings
- Assists in preparation of Departmental & Committee wise action plan and report
- Arranges orientation of fresher students to communicate overall functioning of college
- Coordinate the preparation of individual time table & lesson plan
- Facilitates the Process of documentation

➤ Team Members

- Dr. Neetu Malhotra (Principal-SFI)
- Mr. P N Sharma (Office Superintendent)
- Dr. Preeti Singh (IQAC Coordinator-SFI)
- Dr. M. Alam (Dean of Mass Media)
- Dr. Priyanka Sarkar (HOD, BMM)
- Ms. Ishika Sharma (Programme Coordinator-SFI)
- Ms. Eashverya Agarwal (Assistant Professor- SFI)

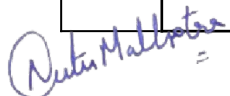
➤ Student Coordinators

- Ms. Arziya Naushad Khan
- Ms. Bhumi Sisodia
- Ms. Srishti Rawat
- Ms. Nidhi Rawat
- Ms. Yashi Sharma

- Ms. Aarti Bhatia
- Ms. Mahima Chandra
- Ms. Anisha Makkar
- Ms. Mahak Randhawa
- Ms. Shreyangi
- Ms. Hani Sharma

- Activities in year 2024-25

S.No.	Name of Event & Description	Event date
1	Satyam Fashion Institute, Noida celebrated the 109th Foundation Day of SNDT Women's University, paying tribute to its founder Shri Maharshi Dhondo Keshav Karve for his visionary contribution to women's education. The programme included cultural performances and concluded with a felicitation ceremony where Principal Dr. Neetu Malhotra awarded trophies and certificates to meritorious design students.	8th July 2024
2	On the occasion of World Youth Skills Day 2024, design students of Satyam Fashion Institute, Noida attended an awareness session organized by FICCI, New Delhi. The session featured young professionals from the design, culinary, and media sectors who shared their experiences, motivating students to develop skills for personal growth and nation-building.	15th August 2024
3	The Principal and faculty members of Satyam Fashion Institute attended the 19th International Conference on Apparel & Home Textiles (ICAHT 2024) in Gurugram. The conference provided valuable insights into global apparel leadership through expert keynote sessions and panel discussions, enriching academic perspectives and strengthening institutional engagement with industry trends.	15th September 2024
4	Satyam Fashion Institute, in collaboration with Fashion Snoops, a global trend forecasting agency, organized an exclusive workshop on decoding future trends. Design students of Semesters V and VII gained practical insights into global fashion forecasting processes, enabling them to make informed and industry-relevant design decisions.	24th September 2024


 IQAC Coordinator
 Satyam Fashion Institute
 C-56A/14 & 15, Sector-62
 Noida- 201309

5	Faculty members and design students of Satyam Fashion Institute attended the 19th FICCI Higher Education Summit in New Delhi, themed “Changing Paradigms of Higher Education in the Global Landscape.” The summit offered valuable insights into future-ready education systems, reinforcing the institute’s commitment to innovation and academic excellence, with the presence of Principal Dr. Neetu Malhotra.	18th October 2024
6	Satyam Group of Institutions organized a Faculty Development Session on the implementation of NEP 2020 with NAAC-oriented initiatives, led by Dr. Reeta Sonawat, Director, Ampersand. The session emphasized multidisciplinary education and curriculum integration, strengthening faculty preparedness for effective NEP implementation in alignment with quality benchmarks.	10th November 2024
7	Principal Dr. Neetu Malhotra served as external jury members at SOFT, Pune, engaging in academic evaluation and industry interactions. Their participation strengthened institutional visibility, knowledge exchange, and reinforced Satyam Fashion Institute’s commitment to excellence and innovation in design education.	22nd November 2024
8	A postgraduate design student of Satyam Fashion Institute, Ms. Hani Sharma, presented a research paper at the International Conference INCFAT24 hosted by Amity University, Noida. Her paper on circular economy practices in Ajrakh printing highlighted sustainable approaches while preserving traditional textile heritage, reflecting the institute’s emphasis on research and academic excellence.	16th December 2024
9	The IQAC Cell of Satyam Fashion Institute proudly participated in AICTE & Ministry of Education Innovation Cell’s Udyamotsav 2025 celebrations. Dr. Neetu Malhotra, attended the session online, alongside the IIC team. The event, graced by AICTE Chairman Prof. T. G. Sitharam, highlighted India’s vibrant entrepreneurial spirit and launched various initiatives to promote innovation and startups.	16th January, 2025
10	Dr. Neetu Malhotra, Principal, Satyam Fashion Institute, was honored with the National Environment & Sustainability Award 2025 at the University of Delhi Guest House for her significant contributions to environmental conservation and sustainable practices. The recognition highlights her efforts in integrating sustainability into fashion education and promoting responsible design practices.	20th February 2025

11	The IQAC Cell of Satyam Fashion Institute, Noida organized an expert session by Mr. Sanjay Phad, Head, PG Department of Economics, SNDT Women's University, Mumbai. The session focused on bridging academia with skill development, women's financial independence, and addressing the gender gap in financial planning, benefiting both students and faculty.	24th June 2025
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II. ALUMNI CELL

➤ Objectives

- To assist the alumni to connect with each other and with the people in the institute with the goal of fostering camaraderie and building a network to support activities to further the goals of the Institute.
- To connect, inform and engage the alumni, students and the institute, the cell strives to generate a multi-faceted support for SFI.
- To create a consolidated database of SFI pass-outs up till now

➤ Team Members

- Dr. Neetu Malhotra (Principal-SFI)
- Dr. Preeti Singh (IQAC Coordinator-SFI)
- Ms. Ishika Sharma (Programme Coordinator-SFI)
- Dr. Supriya Himanshu (Assistant Professor- SFI)

➤ Student Coordinators

- Ms. Soumya Kumari
- Ms. Aaliya Saifi
- Ms. Suhani Aggarwal
- Ms. Anshika Kansal
- Ms. Bidisha Kumari
- Ms. Simranjeet Kaur
- Ms. Mukti Raghav
- Ms. Suhani


 IQAC Coordinator
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- Ms. Poonji Goel
- Ms. Priyanks Chaurasiya
- Ms. Mannat Madan

➤ Activities in year 2024-25

S. No.	Name of Event & Description	Event date
1	The Alumni Cell at SFI Noida organized an insightful session on career opportunities in the design industry featuring alumna Ms. Mahima Malik . She shared her professional journey and offered valuable guidance on industry expectations, career challenges, and maintaining work-life balance, helping students gain practical insights into the design profession.	7th October 2024
2	Under the Alumni Cell, Satyam Fashion Institute, Noida successfully organized a competition and workshop titled “ Wardrobe Warriors ” for newly enrolled students of the academic session 2025–26. Guided by industry expert Mr. Ankit Nagpal and alumna Ms. Mahima Malik, the activity focused on personality development, grooming, and creative styling using everyday wardrobe elements, fostering confidence and professional readiness among students.	31st May, 2025
3	Satyam Fashion Institute, Noida organized Alumni Meet 2025 , bringing together alumni for a meaningful interaction and celebration. The event was graced by Dr. Sneha Singh, and Dr. Neetu Malhotra, along with Alumni Association members Ms. Asheena Grover, Ms. Mahima Malik, Ms. Shubhra Agarwal, and Ms. Supriya. The meet celebrated alumni achievements, strengthened lifelong bonds, and encouraged continued collaboration through mentorship, workshops, and shared experiences, reflecting the enduring spirit of the SFI family.	28th June 2025
4	The Alumni Cell conducted meetings with Alumni Association members to initiate the selection of new members in place of those who have resigned. The process will proceed with a formal resolution by the Board members, followed by finalization in coordination with the office.	30th June 2025


 IQAC Coordinator
 Satyam Fashion Institute
 C-56A/14 & 15, Sector-62
 Noida- 201309

III. ADMISSION CELL

➤ **Objectives**

- To act as a bridge with other college cells, faculty and staff to receive and to give suggestions regarding admissions into Satyam fashion Institute & BMM courses.
- To supervise different online and offline activities for admission purposes.
- To build and maintain an effortless and transparent admission structure.

➤ **Team Members**

- Dr. Neetu Malhotra (Principal)
- Dr. Preeti Singh (IQAC Coordinator)
- Dr. Priyanka Sarkar (HOD, BMM)
- Ms. Charu Ahluwalia (Assistant Professor- BMM)
- Mr. Yashveer Singh (Assistant Manager- Office & Liaison)
- Ms. Shivani (Assistant Professor-SFI)
- Ms. Prachi Agarwal (Assistant Professor-SFI)
- Ms. Nidhi Yadav (Industry Coordinator-SFI)

➤ **Student Coordinators**

- Ms. Vishnupriya
- Ms. Mahi Singh
- Ms. Chanchal Prajapati
- Ms. Aanya Chauhan
- Ms. Vaishnavi
- Ms. Latika Khatri
- Ms. Reetika Chauhan
- Ms. Vigyasha Sharma
- Ms. Shambhavi Dixit
- Ms. Samridhi Chandra
- Ms. Shikha

➤ **Activities in year 2024-25**

S. No.	Name of Event & Description	Event date
1	Satyam Fashion Institute, Noida organized the National-level Best Out of Waste Competition 2025 under the Admission Cell, promoting sustainability and creative innovation. The event was graced by Chairperson Dr. Sneha Singh and Principal Dr. Neetu Malhotra, with Guests of Honour Mr. Abhinav Chaturvedi and Mrs. Ritu Adhikari, and recognized participants with awards and certificates for their eco-conscious creativity.	27th April, 2025
2	The Admission Cell of Satyam Fashion Institute, Noida successfully organized the “ Wardrobe Warriors ” competition and workshop for students enrolling in the academic session 2025–26. Guided by Mr. Ankit Nagpal, Director, Bang on Target PR and Media Solutions, along with Dr. Neetu Malhotra and alumna Ms. Mahima Malik, the event focused on personality development and creative styling using everyday wardrobe elements, enhancing students’ confidence and professional presence.	31st May 2025
3	The Admission Cell of Satyam Fashion Institute, Noida organized Kala Karigari , an online Ceramic Painting Contest celebrating creativity and artistic excellence. Inaugurated by Dr. Neetu Malhotra and moderated by Ms. Saveena Singh, the event witnessed enthusiastic participation and reflected SFI’s continued commitment to nurturing young creative talent.	28th June, 2025

IV. ANTI-RAGGING CELL

➤ Objectives

- To prohibit any misconduct by any student whether by words spoken or written or by an act which has the effect of teasing, treating or handling with rudeness a fresher or any other student.
- To bring out an awareness among the students about the consequences of ragging.
- To keep a constant eye and vigilance over ragging so as to prevent its occurrence.
- To address any ragging issues immediately and take action as advised by the committee.

➤ Team Members

- Dr. Preeti Singh (Assistant Professor- SFI)
- Ms. Charu Ahluwalia (Assistant Professor- BMM)
- Ms. Shivani (Assistant Professor-SFI)

➤ Student Coordinators

- Ms. Nidhi Rawat
- Ms. Aditi Tomar
- Ms. Adhira
- Ms. Aansi
- Ms. Tisha Madaan
- Ms. Girishma Sharma

➤ Activities in year 2024-25

S. No.	Name of Event & Description	Event date
1	The Anti-Ragging Cell of SFI Noida conducted an interactive awareness session titled “ Anti-Ragging Measures ” for the foundation batch at the beginning of the academic session. Principal Dr. Neetu Malhotra, along with faculty members, sensitized students about their rights, personal safety, and the importance of maintaining a ragging-free campus environment.	23rd September 2024
2	Student nominations for the Anti-Ragging Cell were conducted to promote awareness, encourage active participation, and ensure smooth functioning of the cell. The initiative helped build student confidence and reinforced a safe, ragging-free environment conducive to learning.	3rd July 2024

V.EXAMINATION CELL

➤ Objectives

- To capture information with respect to various parameters that are required during the setting up of examinations and to help smooth conduct of exams in the institute.
- To develop a system for consistent improvement in the performance of the institution & will channelize the efforts and measures of the institution towards academic excellence.
- Awareness is created among students for online exam platforms and their queries will be solved.

➤ Team Members

- Dr. Neetu Malhotra (Principal-SFI)
- Dr. Priyanka Sarkar (HOD, BMM)
- Ms. Ishika Sharma (Programme Coordinator-SFI)
- Ms. Eashverya Agarwal (Assistant Professor)

➤ Student coordinators

- Ms. Safiya
- Ms. Epshita Gupta
- Ms. Vedika Tomar
- Ms. Arya Saji Warriar
- Ms. Nidhi Rawat
- Ms. Ishika Prajapati
- Ms. Prasansa Chand

➤ Activities in year 2024-25

S. No.	Name of Event & Description	Event date
1	Mid- term Assessment: Mid Term Assessment has been conducted. In the mid of semester. Date sheet was provided to students and displayed also. Exams have been conducted successfully.	2nd September to 6th September 2024
2	Remedial class: Remedial classes were organized for 35 students of B.Des. Sem-II, Sem- III, Sem- V & Sem- VII & VIII. The classes were held to revise the topic of the concerned subjects for weaker students as well as new admissions who need extra classes to catch-up their syllabus.	1st March to 5th March 2025

3	Prepare invigilation duty chart and Seating arrangements: The Examination Committee shall make the Block and Seating Arrangement and display them on the concerned Notice Board and Blocks. Shall prepare a supervision duty list and get it signed by the concerned supervisor.	One day before particular exam
4	Semester End Examination: Semester End Examination has been conducted. In the end of the semester. Date sheet was provided to students and displayed on the Notice board. Exams have been conducted successfully.	4th April to 5th May 2024
5	Evaluation Moderation & Result Distribution: Cell Shall ensure that the evaluation and moderation process is completed on time. Exam Cell shall analyse the exam results and the same shall be verified by the respective faculties, Principal. After due verification, copies of the result analysis shall be sent to the Principal. Exam Cell shall distribute the result among students and keep the copy of receiving.	After the examination over

VI. WOMEN CELL/ INTERNAL COMPLAINTS COMMITTEE

➤ Objectives

- To work for the faculty members, staff and the students with an aim of creating awareness of their rights and duties the cell organizes and participates in seminars, talks and also takes up women's issues and problems.
- To provide a platform where women have freedom to share their experiences and views and suggest ways to improve and empower themselves.
- To enhance the self- esteem and self- confidence of girl students, women faculty and staff in and out of the institution.

➤ Team Members

- Dr. Preeti Singh (Assistant Professor- SFI)
- Ms. Charu Ahluwalia (Programme Coordinator- BMM)
- Ms. Shivani
- Dr. Supriya Himanshu
- Ms. Sandhya (Lab Assistant- SFI)
- Ms. Asha Singh
- Mr. Yashveer Singh (Assistant Manager (Office & Liaison))

➤ Student Coordinators

- Ms. Shilpy Kumari
- Ms. Vedika Tomar
- Ms. Chanchal Prajapati
- Ms. Neha Yadav
- Ms. Itika
- Ms. Mansihka Gupta
- Ms. Yashi Sharma
- Ms. Mehak Randhawa
- Ms. Priyanshi kesari

➤ Activities in year 2024-25

S. No.	Name of Event & Description	Event date
1	Under the Women Cell, six-day meditation sessions were conducted for B. Design Semester-1 students by Ms. Meenu Gupta, Heartfulness Trainer. The sessions emphasized the importance of meditation, prayer, and yoga in promoting mental well-being and holistic development.	19th–21st & 26th–28th November 2024

2	The Women Cell organized an awareness session for 1st-year students, led by Dr. Preeti Singh and Ms. Shivani, focusing on empowering students with knowledge on personal safety, mental well-being, and gender sensitivity. The session encouraged informed decision-making and holistic growth.	10th July 2024
3	Under the Women Cell, a hands-on Canva workshop was conducted for 1st-year students by Ms. Prachi Agarwal. The session introduced creative design tools, layout techniques, and content creation, enabling students to apply these skills for academic and professional purposes.	30th July 2025

VII. GRIEVANCE REDRESSAL CELL

➤ Objectives

- To look into the complaints lodged by any student, and judge its merit.
- To uphold the dignity of the College by ensuring a strife free atmosphere in the College.
- To encourage the Students to express their grievances.
- To advise Students of the College to respect the right and dignity of one another.

➤ Team Members

- Dr. Neetu Malhotra (Principal)
- Dr. M Alam (Dean of Mass Media)
- Dr. Preeti Singh (Assistant Professor- SFI)

➤ Student Coordinators

- Ms. Khushi Bhatt
- Ms. Somya Garg
- Ms. Rudrakshi Bisht
- Ms. Shambhavi Dixit
- Ms. Riya Gaur
- Ms. Yashi Sharma
- Ms. Payal
- Ms. Kashish

➤ Activities in year 2024-25

S. No.	Name of Event & Description	Event date
1	An Awareness Session and Student Grievance Redressal Drive was conducted to familiarize students with the functioning of the Grievance Cell and proper channels for raising concerns. The initiative provided a safe and confidential platform, promoting transparency, trust, and effective communication between students and the institution.	15th July 2024
2	The induction cooker in the hostel was not functioning properly, causing inconvenience to students. A new Induction Cooker (Model: HD4929/01/2100-8) was purchased and installed to ensure smooth hostel kitchen operations.	26th February 2025
3	Medicines for common health issues (fever, cold, headache, stomach pain) and first-aid supplies were required in the hostel to provide timely medical support. The hostel was stocked with essential medicines and first-aid items.	17th March 2025

VIII. EXTENSION CELL

➤ Objectives

- To get the students socialized and learn to think beyond individual interests and for social welfare.
- To apply the theoretical knowledge obtained in the classroom for the benefit of the society.
- To make students learn teamwork, leadership skills, time management, effective communication skills,
- and effective decision making through participation and organizing various projects and programmes.

➤ Team Members

- Dr. Neetu Malhotra (Principal)
- Dr. M. Alam (Dean of Mass Media)
- Dr. Preeti Singh (IQAC Coordinator- SFI)
- Ms. Charu Ahluwalia (Assistant Professor- BMM)
- Ms. Nidhi Yadav (Industry Coordinator- SFI)

➤ Student Coordinators

- Ms. Arya Suji
- Ms. Aditi Vats
- Ms. Taiba Bukhari
- Ms. Manasavi Verma
- Ms. Bhumika
- Ms. Mahi Singh
- Ms. Vaishnavi
- Ms. Riya Gaur
- Ms. Ishika Prajapati
- Ms. Mansi Sharma
- Ms. Anshika Sood

➤ Activities in year 2024-25

S. No.	Name of Event & Description	Event date
1	Satyam Fashion Institute, Noida, organized an e-waste management drive under the theme “Retrieve, Recycle, and Revive”. The Extension Cell collected and disposed of old electronics including mobile phones, cables, USB drives, card readers, game consoles, and other plug or battery-operated devices, promoting environmental responsibility.	21st June 2024
2	SFI students actively participated in a plantation drive, planting and nurturing trees to promote a greener environment. The activity reinforced the collective commitment to ecosystem preservation and rehabilitation globally.	5th June 2024
3	Satyam Fashion Institute initiated a sustainability practice by recycling 2690 kg of waste paper accumulated over the last 2–3 years. In collaboration with Green Noida Paper Recycling Center, an MOU was signed to exchange old papers for reams, promoting eco-friendly practices on campus.	1st August 2024

4	The Extension Cell organized a tree-planting drive to honor and celebrate Mother Nature. Participants planted trees as a tribute to their mothers, promoting environmental awareness, sustainability, and a deeper connection with nature.	25th September 2024
5	Satyam Fashion Institute, Noida, in collaboration with BECIL, organized the Swachhta Abhiyan Campaign under the theme “Swabhav Swachhta Sanskaar Swachhta.” Design students actively participated, spreading awareness about cleanliness, hygiene, and contributing to community and environmental well-being.	17th September 2024
6	Satyam Fashion Institute organized a workshop for ENGIO students, focusing on block printing and draping techniques. The hands-on session enhanced students’ practical skills and provided insights into traditional and creative design methods for academic and professional growth.	20th January 2025

IX. SPORTS CELL

➤ **Objectives**

- To develop physical fitness by maintaining and increasing such components as speed, flexibility, muscular strength, muscular endurance and aerobic capacity.
- To develop an understanding of the importance of sport in the pursuit of a healthy and active lifestyle at the College and beyond.
- To develop an ability to observe, analyze and judge the performance of self and peers in sporting situations.
- To develop leadership skills and foster qualities of cooperation, tolerance, consideration, trust and responsibility when faced with group and team problem-solving tasks hence catering both social and emotional development of the people.

➤ **Team Members**

- Ms. Charu Ahluwalia (Programme Coordinator- BMM)
- Mr. Khushal Bharti (Sports Teacher)
- Mr. Yashveer Singh (Assistant Manager (Office & Liaison))

➤ Student Coordinators

- Ms. Aaliya Saifi
- Ms. Vidhi Khattar
- Ms. Sejal Agarwal
- Ms. Anshika Yadav
- Ms. Latika Khatri
- Ms. Aastha Sehrawat
- Ms. Suhani Sharma
- Ms. Aaliya Saifi
- Ms. Anshika Yadav
- Ms. Mansi Sharma

➤ Activities in year 2024-25

S. No.	Name of Event & Description	Event date
1	Satyam Group of Institutions celebrated International Yoga Day on campus. The Sports Cell organized a session on Stress Management conducted by Ms. Malinie Arora, Director of Panchtattva Healing Studio, providing students and staff with a holistic wellness experience.	21st June 2024,
2	the Sports Cell of Satyam Fashion Institute, Noida organized a Yoga Education Session for B. Design 1st-year students, conducted by Ms. Meenu Gupta. The session emphasized mindfulness, balance, and holistic well-being, supporting students' academic focus and creative development.	10th September 2024
3	the Sports Cell of Satyam Fashion Institute organized a Cricket Tournament in collaboration with CAPS Academy, under the guidance of Manan Sir. The event promoted healthy competition, physical fitness, and teamwork, while enhancing students' confidence and overall development.	21st September 2024

4	The Sports Cell of Satyam Fashion Institute organized the Medal Distribution Ceremony for the Heartfulness Run 2024. Principal Dr. Neetu Malhotra felicitated students in recognition of their enthusiastic participation and commendable performance in the event.	26th December 2024
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X. PUBLICATION CELL

➤ Objectives

- To inspire the research and documentation among the members of the college
- Regulate the joint publication work among Teaching and non-teaching staff, students, and outside scholars, industry personnel and academicians.

➤ Team Members

- Dr. Neetu Malhotra (Principal)
- Dr. Preeti Singh (IQAC Coordinator)
- Dr. M. Alam (Dean of Mass Media)
- Dr. Priyanka Sarkar (HOD, BMM)
- Dr. Supriya Himanshu (Assistant Professor- SFI)
- Ms. Eashvarya Agarwal (Assistant Professor-SFI)

➤ Student Coordinators

- Ms. Pooja Gupta
- Ms. Lata
- Ms. Anshika Goel
- Ms. Taruna Chaudhary
- Ms. Wamika Singh
- Ms. Bhumika Dang
- Ms. Bidisha Kumari
- Ms. Mehak Bhatia
- Ms. Aayushi Chandok
- Ms. Jessica Tomar

➤ Activities in year 2024-25

S. No.	Name of Event & Description	Event date
1	June–December 2024, the Publication Cell completed the compilation and design of Newsletter Volume 11, highlighting key events, achievements, and institutional updates. A sample copy was printed and presented at the board meeting for final approval, serving as an effective medium to communicate the institute’s progress to stakeholders.	June–December 2024,
2	The Publication Cell of Satyam Fashion Institute organized SFI Design Confluence 2025, an international platform bringing together experts in design, research, innovation, and sustainability. The conference featured distinguished speakers from academia and industry, fostering knowledge exchange and strengthening the institute’s academic and research culture.	16th May 2025

XI. CULTURAL CELL

➤ Objectives

- To develop the academic and cultural talents of the students, improving their capabilities to work as a team and raising their level of self-confidence in interacting with fellow students.
- To bring out the students hidden talent & leadership and organizational qualities.
- To be a catalyst for overall personality development of students in grooming them for their future career and life.

➤ Team Members

- Dr. Neetu Malhotra (Principal)
- Ms. Nidhi Yadav (Industry Coordinator-SFI)
- Ms. Prachi Agarwal (Assistant Professor-SFI)
- Ms. Charu Ahluwalia (Programme Coordinator- BMM)
- Ms. Anshika Goel
- Ms. Shivani

➤ Student Coordinators

- Ms. Prashansa
- Ms. Gunjan Chauhan
- Ms. Bhumika
- Ms. Tisha Madaan
- Ms. Anisha Makkar
- Ms. Mukti Raghav
- Ms. Aastha Sehrawat
- Ms. Arziya Nashad Khan
- Ms. Kashish Chaudhary
- Ms. Satakshi
- Ms. Kanishka
- Ms. Vaishnavi
- Ms. Ishika Prajapati
- Ms. Priyanka Chaurasia

➤ Activities in year 2024-25

S. No.	Name of Event & Description	Event date
1	The Cultural Cell facilitated the participation of SFI design students in an Inter-Cultural Event at ITD, Ghaziabad, where graduating students showcased their collections during the Graduating Designers Show, reflecting innovation, craftsmanship, and professional competence.	2nd May 2024
2	Students of Satyam Fashion Institute, Noida participated in “MOSAIC’24”, the cultural fest organized by Ramjas College, University of Delhi, where they competed in a fashion show event. Their confident presentations and creative designs highlighted the institute’s focus on industry-oriented fashion education and student excellence.	8th May 2024
3	The Cultural Cell of Satyam Fashion Institute organized a Diwali Exhibition featuring creative products designed by students from all streams. The exhibition provided hands-on exposure in design, product development, and marketing, blending traditional aesthetics with contemporary creativity.	5th November 2024

4	The Cultural Cell of Satyam Fashion Institute organized “URJA: Ek Naya Safar – Miss SFI 2024”, with Ms. Monica Ahuja as the Guest of Honor. The event recognized student talent through awards and certificates, encouraging creativity, confidence, and professional aspiration in the field of fashion.	18th September 2024
5	To celebrate the festive spirit of Navratri, the Cultural Cell organized a vibrant Garba Celebration involving students from various Satyam Group institutions. The event highlighted traditional dance, cultural harmony, and student enthusiasm through colorful performances and attire.	10th October 2024
6	The Cultural Cell of Satyam Fashion Institute, Noida celebrated Basant Panchami, honoring Goddess Saraswati, the symbol of knowledge and creativity. The celebration included a traditional puja and prasad distribution, fostering cultural values, collective participation, and reverence for learning and the arts.	3rd February 2025:

XII. LIBRARY CELL

➤ Objectives

- To supervise the procurement of the books, journals, magazines and e-learning resources
- To act as a bridge between the users and the library for any query, problems and access.
- To provide information, enhance knowledge and to facilitate research and to stimulate students’ interest in books
- To provide access to the books, publications, newspapers, previous question papers, magazines, journals and related documents.

➤ Team Members

- Dr. Neetu Malhotra (Principal)
- Dr. Priyanka Sarkar (HOD, BMM)
- Ms. Nilofar (Librarian- SFI)
- Dr. Supriya Himanshu (Assistant Professor-SFI)

➤ Student Coordinators

- Ms. Manasvi Verma
- Ms. Aparna Sriraman
- Ms. Priya Shivangi
- Ms. Pranita Joshi
- Ms. Anjali Prajapati
- Ms. Anisha Makkar
- Ms. Poonji Goel
- Ms. Anshika Gemini
- Ms. Amrita
- Ms. Neha Yadav
- Ms. Anushree Malviya

➤ Activities in year 2024-25

S. No.	Name of Event & Description	Event date
1	The Library Cell organized a library orientation visit for Semester III design students, during which faculty members introduced subject-wise books and library sections relevant to their chosen streams. Additionally, new reference books for the Design Department were shortlisted and added for procurement to enhance academic resources.	10th July 2024
2	The Library Cell of Satyam Fashion Institute, in collaboration with BECIL, organized Hindi Diwas celebrations featuring debates, poetry, and creative writing activities. The event emphasized the cultural and national significance of Hindi, with winners felicitated by Dr. Neetu Malhotra in the presence of distinguished guests.	14th September 2024
3	The Library Cell of Satyam Fashion Institute inaugurated the new library facility in the presence of Dr. Sneha Singh, Chairperson of SGI, along with Dr. Neetu Malhotra (Principal), Library Cell members, and students, marking a significant enhancement of academic resources.	15th January 2025

4	The Library Cell of Satyam Fashion Institute, Noida organized the Design Book Exhibition in the Design Department library, offering faculty and students an opportunity to explore a curated collection of books on Fashion Design, Textile Design, Fashion Communication, and Lifestyle Accessory Design, fostering academic enrichment and research awareness.	14th May 2025
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XIII. PLACEMENT CELL

➤ Objectives

- Create awareness among students regarding available career options and help them in identifying their career objectives.
- Guide the students in developing skills and job-search strategies required to achieve their career objectives.
- Identify suitable potential employers and help them achieve their hiring goals.
- Organize activities concerning career planning.

➤ Team Members

- Dr. Neetu Malhotra (Principal)
- Dr. Priyanka Sarkar (HOD, BMM)
- Ms. Nidhi Yadav (Industry Coordinator-SFI)
- Ms. Ishika Sharma (Assistant Professor- SFI)
- Ms. Astha (Assistant Professor- SFI)
- Mr. Aditya (Assistant Professor- SFI)

➤ Student Coordinators

- Ms. Aditi Singla
- Ms. Harsha Mittal
- Ms. Agam
- Ms. Riya Gaur
- Ms. Aakriti Suyal
- Ms. Priyanka Chaurasiya

➤ Activities in year 2024-25

S. No.	Name of Event & Description	Event date
1	The Placement Cell of Satyam Fashion Institute successfully conducted the Placement Drive 2024, achieving a 92% placement rate by July 2024. Out of 56 students, 49 from B.Design and 8 from PGDFD were placed in reputed companies including Ananda, Eastern Heritage, Tessuti, CAN Design, Sringer Export, Shiv DVN Garments LLP, Outer Couture, Mr. Button, Lifestyle International Pvt. Ltd., BIBA, JKJ Apparels Pvt. Ltd., Sumaya, Deep Global, and House of Zelena. Some students opted for higher studies, and the next cohort is scheduled for the subsequent placement drive.	April–June 2024
2	The Placement Cell of Satyam Fashion Institute conducted a Resume Development session for one-year program students to prepare them for internships. Following the session, all students secured one-month internships in December 2024, with mentor feedback to be collected and documented in accordance with NAAC guidelines.	26th November 2024
3	The Placement Cell of Satyam Fashion Institute, in collaboration with Savi Global Fashion Pvt. Ltd., organized a workshop on “Career Opportunities in the Leather Industry” for final-year students across all streams. The session provided valuable insights into career paths, industry expectations, and growth opportunities in the leather sector.	23rd December 2024
4	The Placement Cell of Satyam Fashion Institute, Noida conducted a workshop on “Resume Writing for Career Advancement” for design students, led by career expert Ms. Nidhi Arora. The session focused on crafting professional resumes, highlighting academic achievements, technical skills, internships, and portfolios, while aligning with industry expectations and global design standards.	2nd July 2025

15. Students Academic Achievements (Batch of 2025)

S.No.	Name of the Students	Batch & Programme	Achievements
1	Ms. Swati	B. Des. Fashion Design (2021-2025)	Academic Topper at College Level
2	Ms. Anisha Makkar	B. Des. Textile Design (2021-2025)	Academic Topper at College Level
3	Ms. Mukti Raghav	B. Des. Fashion Communication (2021-2025)	Academic Topper at College Level
4	Ms. Poonji Goel	B. Des. Lifestyle Accessory (2021-2025)	Academic Topper at University Level
5	Ms. Pinki Roy	Post Graduate Diploma in Fashion Design (2023-2025)	Academic Topper at College Level
6	Ms. Anjali Mohata	M. Design (Interdisciplinary) (2023- 2025)	Academic Topper at College Level
7	Ms. Ishika Jaiswal	B.A. Mass Media-Ad & PR (2022- 2025)	Academic Topper at College Level
8	Ms. Vaishnavi Shetty	B.A. Mass Media-Animation (2022- 2025)	Academic Topper at College Level
9	Ms. Manshi	B.A. Mass Media-Journalism (2022- 2025)	Academic Topper at College Level
10	Ms. Priyanshi Tyagi	M. A. Mass Communication & Journalism (2023-2025)	Academic Topper at College Level

ORIENTATION 2025 @ SFI

Orientation programme "URJA EK NAYA SAFAR", was organised for the new Batch of Bachelor of Design students and PGDFD students in the Institute premises. The ceremony was attended by eminent personalities, including Guest of Honour Mr. Manish Tripathi, a well-known fashion designer, Chairperson Dr. Sneh Singh, Principal Dr. Vandana Jaglan, and Vice Principal Dr. Neetu Malhotra.



Neetu Malhotra
IQAC Coordinator
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ORIENTATION 2025 @ SFI



Dr. Nisha Malhotra
CAC Coordinator
Sanyam Fashion Institute
C-56A/14 & 15, Sector-62
Noida- 201309



ABHI DESIGN



IQAC Coordinator
Satyam Fashion Institute
C-56A/14 & 15, Sector-52
Noida- 201309

VYAKTI STUDIO



Event Coordinator
Satyam Fashion Institute
C-56A/14 & 15, Sector-62
Noida- 201309

SFI PUBLICATIONS

Design Quest an Advanced Research Journal on Design (Journal):

Satyam Fashion Institute provides an intellectual platform to its students, researchers, academicians and industry professionals for publishing their findings and innovations. The bi-annual journal Design Quest and Advanced Research Journal of Design is the first and foremost feature in the institution's cap. The Journal is interdisciplinary and covers a wide range of designs and areas intending to all spheres of life. The authors submit their original research and review papers related to various aspects of design, its history, cross-cultural influences, industrial scenario, new product developments, processes, design methodologies and other inter-disciplinary areas. The Journal is registered from the Office of Registrar of Newspaper for India with RNI No. UPENG/2018/76546. It has also got the International Standard Serial Number (ISSN) 2582-855X. Scholars from across India and outside are writing for several issues of the Journal. It is excelling day by day.

Buzzing Bee (Newsletter):

Bi-annual Newsletter known as Buzzing Bee is another published venture of Satyam Fashion Institute. It consists of all the significant happenings of the institute semesterly. The student corner is the most exciting segment of the Buzzing Bee. This segment publishes the shortlisted creatives of the students. The editorial board comprises students who are interested in articulation.

Blog (Content Writing):

Apart from these two, the blog writing segment is an online platform to publish the blog. Students under the guidance of their teachers frequently submit their blogs to publish. Their subjects relate to several national- international topics related to different aspects of art and design. It gives online exposure to the students and allows them to be approached across the world.

The soft copy of all of them can be found on the official website of Satyam Fashion Institute.

Website:- www.satyamfashion.ac.in

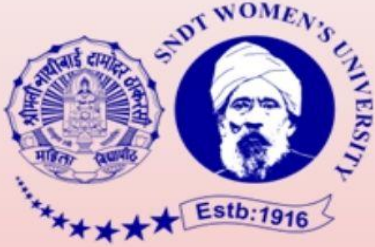


NATIONAL HANDLOOM DAY DAY CELEBRATED AT BAGHPAT WITH WEAVERS



SFI TEAM RECEIVED AWARD AT SNDT UNIVERSITY-

BEST CHETNA CREDIT COURSE



सत्यम फैशन इंस्टीट्यूट नोएडा को सस्टेनेबिलिटी शिक्षा में उत्कृष्टता के लिए मिला पुरस्कार

सत्यम फैशन इंस्टीट्यूट जो एसएनडीटी महिला विश्वविद्यालय से मान्यता प्राप्त और एआईसीटीई द्वारा अनुमोदित है, ने अपने बी.डिजाइन कार्यक्रमों – फैशन डिजाइन, टेक्सटाइल डिजाइन, लाइफस्टाइल एक्सेसरी डिजाइन, और फैशन कम्युनिकेशन – के माध्यम से छात्रों को स्थिरता के प्रति जागरूक किया है। संस्थान के चेतना कार्यक्रम (सेंटर फॉर हॉलिस्टिक एजुकेशन ट्रेनिंग एंड नोवल एडवांसमेंट) ने छात्रों को व्यावहारिक कौशल, रोजगार योग्यता, और 21वीं सदी की दक्षताओं से सुसज्जित किया है।







Satyam Fashion Institute
 Reaccredited by NAAC Grade A CGPA 3.18
 Affiliated to SNDT Women's University,
 Mumbai



Course

DESIGN INTEGRATION FOR TEXTILES
CREDITS - 2

Recognized by
SNDTWU-CHETNA
(Centre for Holistic Education, Training and Novel Advancement)





SATYAM FASHION INSTITUTE, NOIDA
 Reaccredited by NAAC 'A' Grade, CGPA: 3.18
 Affiliated to SNDT Women's University, Mumbai

Digital Marketing and Social Media Content Writing

Course credit : 4



Recognized by
SNDTWU-CHETNA
(Centre for Holistic Education, Training and Novel Advancement)

www.satyamfashion.ac.in





Satyam Fashion Institute
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 Mumbai



Course

ENTREPRENEURSHIP: STARTUP MANAGEMENT
CREDITS - 4

Recognized by
SNDTWU-CHETNA
(Centre for Holistic Education, Training and Novel Advancement)



CHETNA

CENTRE FOR HOLISTIC EDUCATION, TRAINING AND NOVEL ADVANCEMENTS

PROGRAMS

ONGOING CREDIT COURSES AT

SFI





SATYAM FASHION INSTITUTE, NOIDA
 Reaccredited by NAAC 'A' Grade, CGPA: 3.18
 Affiliated to SNDT Women's University, Mumbai

SMART DESIGN: EXPLORING AI POWERED SOLUTION

Course credit : 4



Recognized by
SNDTWU-CHETNA
(Centre for Holistic Education, Training and Novel Advancement)





SATYAM FASHION INSTITUTE, NOIDA
 Reaccredited by NAAC 'A' Grade, CGPA: 3.18
 Affiliated to SNDT Women's University, Mumbai

Introduction to Interior Design (Pr)

Course credit : 4



Recognized by
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(Centre for Holistic Education, Training and Novel Advancement)

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 Affiliated to SNDT Women's University,
 Mumbai



Course

JEWEL CRAFT
CREDITS - 4

Recognized by
SNDTWU-CHETNA
(Centre for Holistic Education, Training and Novel Advancement)





SATYAM FASHION INSTITUTE
 REACCREDITED BY NAAC GRADE A CGPA 3.18
 AFFILIATED TO SNDT WOMEN'S UNIVERSITY, MUMBAI

Credits - 2

MATERIAL EXPLORATION AND PRODUCT DEVELOPMENT (PR)

Recognized by
SNDTWU-CHETNA
(Centre for Holistic Education, Training and Novel Advancement)

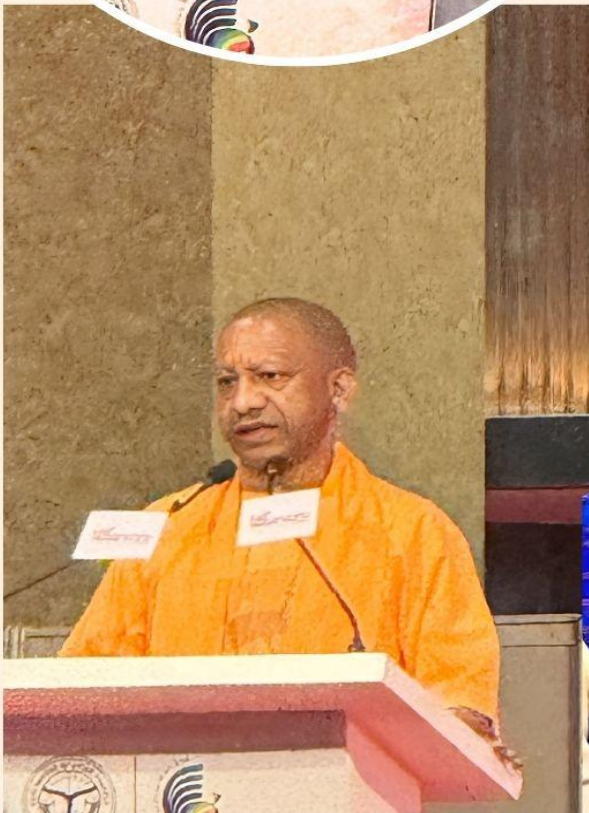
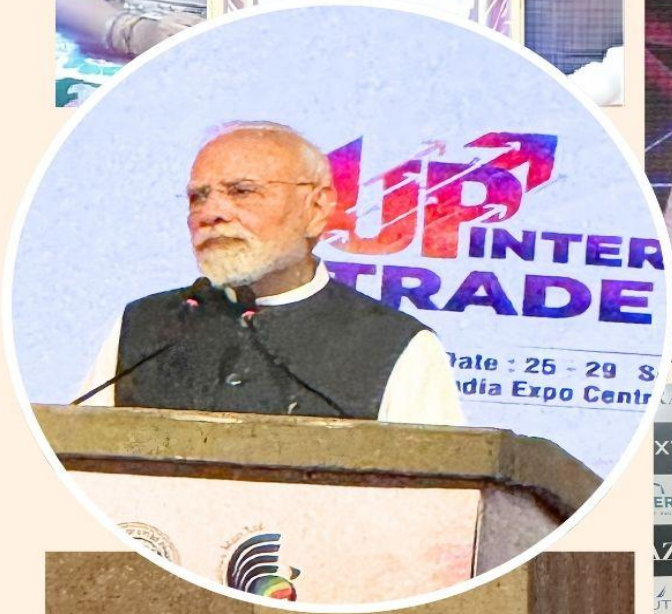


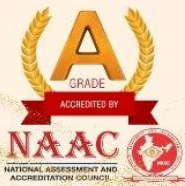
NATIONAL EDUCATION POLICY (NEP) 2020





SFI STUDENTS PARTICIPATED IN UP International Trade Show at Expomart, Noida





NAAC VISIT

REACCREDITED BY NAAC "A" GRADE CGPA 3.18





Satyam Fashion Institute - Alumni Association (SFI-AA)

Registration No. 202200743000223 (A word from Office Bearers)



Ms. Asheena Grover
President
sfiaa.president@satyamfashion.ac.in



Ms. Mahima Malik
Vice President
sfiaa.vicepresident@satyamfashion.ac.in



Ms. Harshita Srivastava
Secretary
sfiaa.secretary@satyamfashion.ac.in



Himanshi Chaudhary
Joint Secretary
sfiaa.jointsecretary@satyamfashion.ac.in



Himanshi Tyagi
Treasurer
sfiaa.treasurer@satyamfashion.ac.in



Ms. Shubhra Agarwal
Joint Treasurer
sfiaa.jointtreasurer@satyamfashion.ac.in



ALUMNI ASSOCIATION @ SFI



PLACEMENTS @ SFI

The placement cell collects the Data of the students and companies, maintaining and updating the database by Preparing eligible pool of students of different disciplines. We gather information about job- fairs and employment opportunities and notify the students about Pre-Placement Activities, Job Opportunities and Campus Selections through Placement Portal and College Website, Organising Campus Recruitment Training Programme. We connect with leading companies for Internships and Campus Selections, Organising On and Off Campus Interviews and act as an interface between the selected students and the recruiters.

INDUSTRY LINKAGES

- Swati Exim Pvt. Ltd.
- R & A Silk International
- Celestial India
- Sowtex Network
- Street 16
- Batik India
- B.L. International
- S.K. Dyeing and Printing Works
- Street 9 Fashion
- ZARA Indi Home Fab Ltd.
- Cosmique Global
- Abexo Exports
- Savi Leathers
- Neethoz Apparels
- Zynke Exports
- Design Impex
- KK Global
- Shree Bharat International
- Ar Kay Enterprises
- Raa Design
- Mandira Wirk (Designer)
- Manish Tripathi (Designer)
- Soltee by Sulakshana Monga
- Ritu Kumar (Ritika Pvt. Ltd.)
- Rajdeep Ranawat (Designer)
- Jainee Sharma (Designer)
- Niket Mishra (Designer)
- Sonia Jetleey
- Varija Bajaj (Designer)
- Joy Mitra (Designer)
- Deepa Sondhi (Designer)
- Anjali Sahni (Designer)
- Hemant and Nandita (Designers)
- Pankaj and Nidhi (Designers)
- Chayya Mehrotra (Designer)
- B.L. International
- Kalakriti Export House
- Sinni Designs
- Pooja International
- Eastern Heritage
- Utsav Exports
- Needle Craft

- Unique International
- Radhika Gupta (Designer)
- Alyth International
- Shemon International
- Shreysa Textiles
- Shades of India
- Richa Global
- Paridhan Clothing
- Blackberry
- Abhi Singh (Designer)
- Krishiv Exim
- Sunshine Enterprise
- Upasna Gupta Couture Ltd.
- LimeRoad
- RNG Apparels
- Alliaz Exports
- Cotton Jersey
- Design Sangrah
- Kadambari International
- KK Accessories
- Samtex
- Orient Craft
- Sahu Export House
- Sahni Export House
- Saroj International Leather Export House
- Shahi Exports
- Cocoon Export House
- Chirag International
- Radiant Export House
- Savaya International
- Gaurav Gupta (Designer)
- Rakesh Aggarwal (Designer)
- Prits Leather Art Pvt. Ltd.
- Priyam Narayan (Designer)
- Manish Ahuja (Designer)
- Pratima Pandey (Designer)
- ModaCocktail
- Talking Threads
- Krishna International
- ABS International
- Bhawani International
- Jayshree Textiles (Aditya Birla Group)

- Theme Export House
- Mariko International
- Global Trendz
- Namrata Joshipura (Designer)
- Impulse Buying House
- Pearl Global Export House, Gurgaon
- Matrix Export House, Gurgaon
- Fashion Folio Export House
- Ethnic Wear of India
- Anup Banerjee (Choreographer)
- Sunload Apparel
- Meriyar Co.
- Pash by Shasha & Gaba
- Monte Carlo
- Sanskriti Apparels
- Li & Fung Pvt. Ltd.
- Noida Haat
- Shreysa Textiles
- Anupam Textiles
- Krishna Beads
- Radhnik Export House
- P.P. International Industries
- Rahul Fashions Private Limited
- Studio 63
- Inditex India
- Radiant Expovision
- More Clothing
- ENL Garment Solution
- EPCH
- NCDPD
- IIGF
- Wool Spuns
- Iera Living
- Pantaloons
- The Colours Export House

START-UPS OF OUR ALUMNI

- Poshaque – Barkha Grover
- Vastra by Shreya Dhamija
- Nikita Zutshi Artwork
- Art by Avika
- Avtarit by Varsha
- Label – Cheeranjeev Kaur
- Pravish – Priya Dhingra
- Grifeen Xcelerate – Prashasty Bhatnagar
- Papa Is Not Rich – Ananya Vandanand
- Artovers – Aishwarya
- Sitara for Girls – Neha
- The 9 Shaukeens
- Mora by Monika & Radhika
- DE Studio – Monika Dey
- Improz by Asheena
- Breathing Studio – Supriya Patel

PLACEMENT DRIVE AT SATYAM FASHION INSTITUTE

INDUSTRY NAMES

- Tasva by Tarun Tahiliani
- Ananda
- KS Overseas
- Tessuti
- Can Design Pvt. Ltd.
- House of Zalena
- Shringaar Export House
- Can Design Pvt. Ltd.
- Shiv DVN Garments LLP
- Outré Couture
- Mr. Button
- Lifestyle International Pvt. Ltd.
- Mini Sondhi
- Biba
- Mango
- Paridhan Clothing
- Natural Shibori by Ananda
- Celestial Knits
- Mango
- Agashe – Multi Designer Store
- Tessuti
- Outré Couture

STUDENT NAMES

- Anjali Mishra
- Gesu Goley
- Taruna Chaudhary
- Anjali Prajapati
- Yashvi Gautam
- Riya Arora
- Khushali Jaiswal
- Tanishka Arya
- Simranjeet Kaur
- Diksha Agarwal
- Sejal Agarwal
- Kritika Pandey
- Sanskriti Arya
- Neha Kumari
- Supriya Patel
- Vanshika Malhotra
- Deepti Dohrey
- Rashi Sharma
- Supriya Patel
- Yashi Mittal
- Rashika
- Anchal Rathee

For any details or queries for the placement, internships and other kinds of industry interface, you can get in touch with the placement cell: placement.cell@satyamfashion.ac.in

Dr. Neetu Malhotra, Principal , Email ID: neetu.malhotra@satyamfashion.ac.in

Placement Cell- Ms. Nidhi Yadav

Mr. Satyam Deb Roy



COUTURE RUNWAY WEEK



SFI @ COUTURE RUNWAY WEEK



**ENTREPRENEURSHIP
PLATFORM
FOR
SFI STUDENTS @
HGH INDIA**



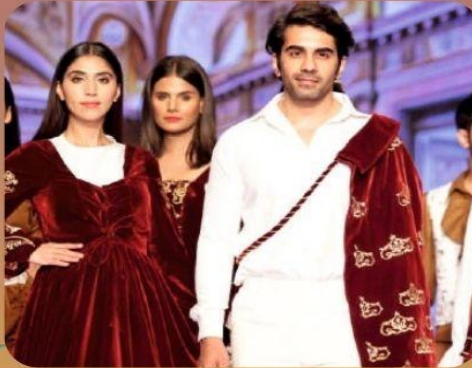
HGH INDIA





Products Designed by SFI Students

SATYAM'S TRIPTYCH- ANNUAL GRADUATION SHOW 2025









SATYAM FASHION INSTITUTE, NOIDA

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Affiliated to SNDT Women's University, Mumbai

Satyam
GROUP OF INSTITUTIONS
Empowering women through education



Chief Guests / Guests of Honour



EVENTS & ACTIVITIES



REPUBLIC DAY CELEBRATION 2025 | Cultural Cell



FEVICRYL WORKSHOP | Entrepreneurship Cell



ANNUAL SPORTS CONTEST 2025 | Sports Cell



ALUMNI MEET 2025 | Alumni Cell

EVENTS & ACTIVITIES



PAPER BAG WORKSHOP | Entrepreneurship Cell



110TH YEAR CELEBRATION OF SNDT UNIVERSITY | IQAC Cell



AUDITORIUM INAUGURATION | IQAC Cell



BOOK TALK ACTIVITY | Library Cell



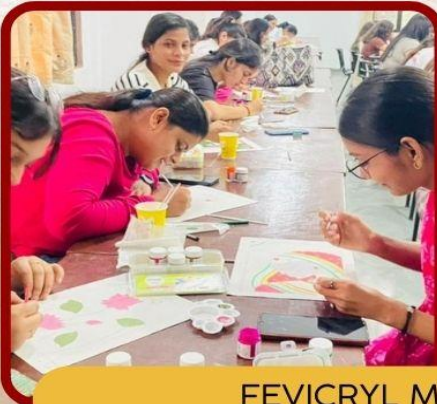
EVENTS & ACTIVITIES



TEEJ CELEBRATION 2025 | Cultural Cell



ZARI EMBROIDERY WORKSHOP | Entrepreneurship Cell



FEVICRYL MADHUBANI ART WORKSHOP | Women Cell



FEVICRYL LIPPAN ART WORKSHOP | Women Cell

EVENTS & ACTIVITIES



HANDLOOM FASHION SHOW | IQAC Cell



HANDLOOM STYLING DAY | Cultural Cell



INDEPENDENCE DAY CELEBRATION | Cultural Cell



JANMASHTAMI CELEBRATION | Cultural Cell



MEDIA COVERAGE

At 'Vastra Katha' CM Rekha urges people to wear handloom with pride

Khadi, traditional textiles take centre stage at pre-Nat'l Handloom Day showcase

Tribune News Service

NEW DELHI, AUGUST 6 From Barsami sarees and Punjabi suits to khadi office wear and Western silhouettes, 'Vastra Katha' — an exhibition of Indian handloom — brought the country's textile diversity into focus on Wednesday at The Ashok, Chanakyapuri.

Organised by the Delhi Khadi and Village Industries Board, the day-long event served as a prelude to National Handloom Day (August 7), celebrating India's rich weaving traditions through an exhibition and fashion show. Twenty-four curated stalls featured handloomed products, including intricate Banarasi, Pashmina shawls, Tussar silk with Madhubani prints, Kancheepuram silks, Patola and more.

Chief Minister Rekha Gupta, who inaugurated the event, urged residents to embrace handloom with pride. "We can express our love for the coun-



Delhi Chief Minister Rekha Gupta at 'Vastra Katha' in New Delhi on Wednesday.

trypsim by wearing our own fabric," she said. "I invite every Delhiite to post their handloom outfits on social media, tag me and show support for Indian handloom."

"She emphasised local artisans deserve the same recognition as international brands. "We spend thousands on foreign labels, but our handloom is admired across the globe. It's time we value our own," she added.

Industries Minister Manjinder Singh Sisraechoed the sentiment, stating, "Our goal is to bring handloom into every household — not just as tradition, but as a fashion statement." He also announced upcoming special collections by featured designers to further promote Indian textiles. The event's highlight was a multi-themed fashion show

reimagining khadi and handloom for contemporary and global audiences. Segments such as Khadi — A Weave Blessing, Bharat — Unity in Diversity and Khadi Goes International showcased the versatility of traditional fabrics. Student designers from Satyam Fashion Institute presented Delhi Marches Ahead blending khadi with modern officewear.



उत्तर प्रदेश

सत्यम फैशन इंस्टिट्यूट द्वारा भव्य हैंडलूम फैशन शो एवं प्रदर्शनी का सफल आयोजन

8 minutes ago Arvind Gupta No Comments

चेतना प्रकाश संवाददाता

नई दिल्ली। नोएडा स्थित सत्यम फैशन इंस्टिट्यूट (SFI) ने राष्ट्रीय हैंडलूम दिवस के उपलक्ष्य में दिल्ली खादी एवं ग्रामोद्योग बोर्ड के सहयोग से 6 अगस्त 2025 को नई दिल्ली के अशोका होटल में एक भव्य हैंडलूम फैशन शो एवं प्रदर्शनी आयोजित की। इस ऐतिहासिक आयोजन में भारत की समृद्ध हैंडलूम विरासत और आधुनिक फैशन के सुंदर मिश्रण को प्रदर्शित किया गया।

इस कार्यक्रम की मुख्य अतिथि, दिल्ली की मुख्यमंत्री सुश्री रेखा गुप्ता, जिन्होंने अपने प्रतिभापूर्ण भाषणों में न केवल हस्तकलाओं और उनके

सत्यम फैशन इंस्टिट्यूट, नोएडा में आयोजित हुआ "मिस एंड मिसेज रेड कार्पेट क्राउन ऑफ इंडिया झ सीजन 2" का वैंड ऑडिशन

पहला सप्ताह संवाददाता

नोएडा : नोएडा, 29 अक्टूबर 2025: मिस एंड मिसेज रेड कार्पेट क्राउन ऑफ इंडिया और सत्यम फैशन इंस्टिट्यूट, नोएडा के संयुक्त तत्त्वधान में "सीजन 2" के प्रथम ऑडिशन का आयोजन संस्थान परिसर के ऑडिटोरियम में किया गया। यह कार्यक्रम फैशन एवं पेरेंट की दुनिया में कम



रखने की इच्छा रखने वाले प्रतिभागियों के लिए एक सुनहरा अवसर साबित हुआ, जिसमें देशभर से प्रतिभागियों ने उत्साहपूर्वक भाग लिया। इस अवसर पर निर्णायक मंडल में प्रसिद्ध टीवी अभिनेत्री काजल चौहान (जिनमें मेरी सास भी है) में उनके अभिनय के लिए जाना जाता है), मिस एंड मिसेज रेड कार्पेट क्राउन ऑफ इंडिया की संस्थापक एवं सीईओ सुश्री माधुरी मिसल, और सत्यम फैशन इंस्टिट्यूट की प्राचार्या डॉ. नीतू मल्लोत्रा शामिल रही। निर्णायकों ने प्रतिभागियों के आभ्युत्थवास, मंच पर उनके बर्तन, प्रश्नोत्तर खंड में उनकी प्रस्तुति और संपूर्ण व्यक्तित्व के आधार पर विजेताओं का चयन किया।

कार्यक्रम के अंत में विजेताओं की घोषणा की गई — मिस कैटेरी

की विजेता, और मिसेज कैटेरी की विजेता: (Names to be added) इस अवसर पर डॉ. नीतू मल्लोत्रा ने कहा कि इस प्रकार के कार्यक्रम न केवल विद्यार्थियों को उद्योग से जोड़ते हैं, बल्कि उन्हें आभ्युत्थवास और व्यावसायिक अनुभव भी प्रदान करते हैं। उन्होंने सभी प्रतिभागियों को उनके प्रवास और प्रदर्शन के लिए सराहा। मिस एंड मिसेज रेड कार्पेट क्राउन ऑफ



इंडिया का सीजन 2 के ऑडिशन ने प्रतिभागियों के लिए एक नई यात्रा की शुरुआत की है, जो नारी सशक्तिकरण, फैशन और फैशन की दुनिया में नए अवसरों के द्वार खोलने का प्रयास है। कार्यक्रम पर अतिरिक्त इन्फ्लुएंसर्स, विलिट ऑडिथि, फैशन डिजाइनर, उद्योग और मेकअप आर्टिस्ट का परिचय इस प्रकार है:

इन्फ्लुएंसर्स :

1. निखल
2. तनिषा
3. अंचल
4. रतन
5. ललित
6. समीरा
7. सन्या
8. मान्ना
9. नेहा
10. महक

अतिथि :

- * टेरो रोडर ड्रा डिटी गांधी
- * सुशील सिंह (सीनियर नर्सिग ऑफिसर, अक्सर)

- * टेन सिंह (मिसेज इंडिया, मॉडल एवं इन्फ्लुएंसर)
- * फैशन डिजाइनर ड्रा स्वीटी
- * प्रिंति गुप्ता (उद्योग)
- * मित्रदेस (युगो), उद्योग
- * अर्जुन (मेकअप आर्टिस्ट)
- * राजा
- * शर्मा
- * शिवम गुप्ता
- * मॉडल :
- * सीता (मॉडल)
- * भावना (मॉडल)
- * श्रिया (मॉडल)
- * हर्मीत सिंह
- * यशिका गुप्ता



सत्यम में मिस एसएफआई 2025 का किया आयोजन

नोएडा (युग करवट)। सेक्टर-62 स्थित सत्यम फैशन इंस्टिट्यूट (एसएफआई) में मिस एसएफआई 2025 का आयोजन किया गया। इस कार्यक्रम में 2025 बैच की छात्राओं ने विभिन्न राउंड्स में भाग लिया, जिनमें पेरेंट्स वॉक विद मिस एसएफआई और टैलेंट राउंड प्रमुख रहे। कार्यक्रम में मुख्य अतिथि के रूप में फैशन डिजाइनर सुमन पाठक, फैशन मीडिया जगत के वरिष्ठ कृष्ण तिवारी, सपना तिवारी तथा टूरिज्म इंटरनेशनल



डॉ. स्नेह सिंह, सचिव सीए डॉ. प्रदीप गुप्ता, प्राचार्या डॉ. नीतू मल्लोत्रा ने प्रतिभागियों के

कि मिस एसएफआई केवल सुंदरता का मंच नहीं है। यह युवा छात्राओं को अपनी पहचान

बनाने का अवसर है। प्रतियोगिता के दौरान मिस एसएफआई 2025 वी.डिजाइन मिथिका,

स्पेशलिइजेशन) सत्यम कालेंज ऑफ एजुकेशन के शीर्ष में शामिल रही छथि जिंदल। वार्षिक दीर्घा समारोह के दौरान प्राचार्य डॉ. विनीत अग्रवाल (एससीई), डॉ. वंदना जगलानन (एसएफआई) और डॉ. नीतु मल्लोत्रा (उप-प्राचार्य एसएफआई) ने वार्षिक रिपोर्ट प्रस्तुत की। जिसमें संस्थान की वर्षभर की उपलब्धियों को दर्शाया गया।

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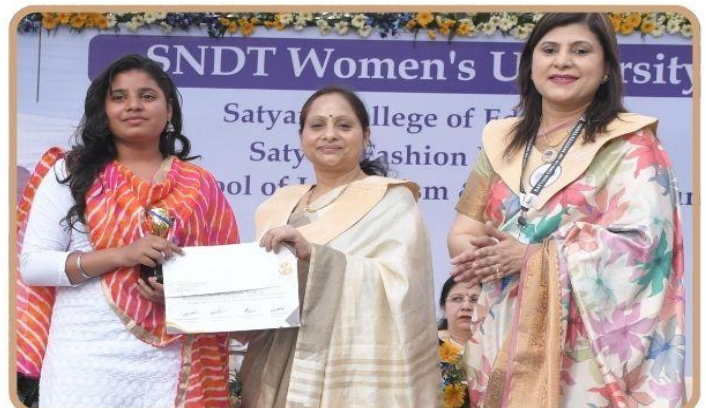
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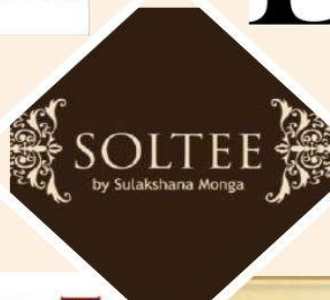
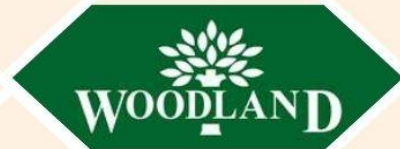
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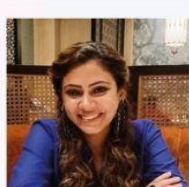
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Ms. Deepti Mishra
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Ms. Vanya Anand
Industry/Academic Expert



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- B. Design Fashion Design
- B. Design Textile Design
- B. Design Lifestyle Accessories Design
- B. Design Fashion Communication

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Masters in Design (2 years)



Mass Media (3 years)

Bachelor of Arts

Master's Degree (2 years)

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