A very Happy New Year to the readers
I am pleased to inform you that School of Film and Mass Communication has brought second issue of its Newsletter especially with the input from the students of the school. I would like to congratulate the SFMC staffs for organizing All India Heavenly Kingdom Media Conference efficiently. This issue marks the beginning of our new communication system happened first time in the history of SHIATS, that is, to get our supreme event Consecration and Installation of Bishop Yeshu Darbar broadcast live through Sadhna DSNG. Over the past years, School of Film and Mass Communication has grown tremendously in the field of Media Education. We are also concentrating to blend Journalism with Agriculture in the form of launching a new programme called Post Graduate Diploma/Masters' Degree in Agriculture Journalism to benefit our country which mostly based on agriculture economy. The faculty has worked hard in creating a strong bondage with media industries so that we could be able to provide job opportunities for our passing out students. School is also planning to provide a platform through this newsletter to the students of SFMC to highlight the achievements of our students.
My pray to God Almighty in the Name of Lord and Saviour Jesus Christ for imparting heavenly wisdom to all the staff and students for this semester.

"Have I not commended you? Be strong and courageous. Do not be terrified; do not be discouraged, for the LORD your God will be with you wherever you go."
Joshua 1:9

Prof. Dr. Sarvjeet Herbert
Director, SFMC

Welcome to the second issue of Newsletter of School of Film and Mass Communication. I am really thankful to the Honorable Vice Chancellor and other authorities of SHIATS for their support to our School. I take this privilege to inform our reader about the effort of School of Film and Mass Communication for managing the Live Broadcast of Consecration and Installation ceremony of Prof. Bishop R B Lal on 4th of November, 2012 at Yeshu Darbar. In this regard I am also thankful to Sadhna Channel which broadcast the ceremony.
Moreover, we are planning to make our School more stable in terms of economic perspective as to offer this school as a platform of film and documentary production to different media and film industries thereby generating financial assistance for our school which consequently make us less dependent on the fees of the students. We are also planning to start a masters' degree programme in Film making and Acting very soon which will attract the promising film makers and Actors across the globe. I hope that in the near future we would be able to materialize our dream making SHIATS a centre of Professional Journalism and Film making apart from Agriculture advances.

Dr. Rahat Khan
Associate Director & Head , SFMC
Technical team of SFMC busy in the coverage of Consecration and Installation ceremony of Bishop Rajendra B.Lal with video and audio mixer with live editing facility which was installed at Yeshu Darbar.

For the first time in the history of SHIATS OB Van was used to broadcast the live coverage of Consecration and Installation ceremony of Bishop R.B.Lal. Dr. Rahat Khan the Head & Associate Director, School of Film and Mass Communication, standing with the OB Van and looking after the smooth running of the Online Broadcasting of the Consecration and Installation ceremony.

The dedicated Media team from SFMC engaged in the coverage of Consecration and Installation ceremony of Bishop Rajendra B Lal held on 4th November, 2012 at Yeshu Darbar, Allahabad
Honorable Chancellor, Vice Chancellor, First Lady of SHIATS and the foreign delegates at the inaugural ceremony of 2nd All India Heavenly Kingdom Media Conference held at University Auditorium SHIATS.

Foreign delegates visiting Radio Adan, SFMC

Director Admin. Dr. Vinod B. Lal & Dr. Rahat Khan with bollywood famous actor Mr. Rajpal Yadav during his visit to SHIATS

Foreign Radio Community Experts appreciated the setup and arrangement of Radio Adan 90.4 Mhz - Community Radio Station of SHIATS. During The Visit of the experts highly appreciated for holding a unique setup which is incomparable to many professional Radio Station set up across the country.

Honorable Vice Chancellor (SHIATS) Prof. (Dr.) R B Lal presenting a momento to Dr. Ronald L. Harris Vice President, NRB (USA) on the occasion of 2nd All India Heavenly Kingdom Media Conference held at SHIATS, Allahabad
Hon'ble Chancellor, SHIATS giving away a word of encouragement and blessings on the onset of the 2nd All India Heavenly Kingdom Media Conference. He quoted from various excerpts from the Holy Bible and related it to how media has been impactful for decades.

Deligates and participants during the screening of the films appreciated the work of the participants and production quality. The participants worked in different groups and made short films on biblical concepts.

Special folk dances were performed by village children at the closing ceremony of the 2nd All India Heavenly Kingdom Media Conference organized by School of Film & Mass Communication At Yeshu Darbar.
Team of International & National Experts along with the students of SFMC and delegates gathered from the corners of India having a warm group snap.

Edward T. Mc Dougall delivering lectures on the tools and techniques of TV Production.

Hon'ble Chancellor, Vice Chancellor, SHIATS Director, SFMC & Experts offering prayer for the successful organisation of Media Conference at Yeshu Darbar on closing ceremony of 2nd All India Heavenly Kingdom Media Conference.

Group photo of SFMC Students at Prasad Lab during Education Excursion to Chennai.
Education Excursion

Group photo of SFMC students during Educational Excursion infront of Government Museum, Chennai

All India News Coordinator of The Hindu, National English Newspaper during interaction with the SFMC students

Student of Sfmc taking byte from the co-passenger while going to Chennai

Students of Sfmc along with staff interacting with the dubbing technicians during visit to Prasad Academy, Chennai.
MBA
MEDIA & EVENT MANAGEMENT
4 Semester Programme
Fee Rs. 30,000 per semester

MA
MASS COMMUNICATION
4 Semester Programme
Fee Rs. 12,000 per semester

MSc
MEDIA TECHNOLOGY
4 Semester Programme
Fee Rs. 12,000 per semester

BA
JOURNALISM & MASS COMMUNICATION
6 Semester Programme
Fee Rs. 20,000 per semester

BA
ADVERTISING & PRINT JOURNALISM
6 Semester Programme
Fee Rs. 10,000 per semester

BSc
ANIMATION & VISUAL EFFECT
6 Semester Programme
Fee Rs. 20,000 per semester

* PG DIPLOMA
T.V. JOURNALISM & VIDEO PRODUCTION
2 Semester Programme
Fee Rs. 15,000 per semester

* DIPLOMA
TELEVISION & VIDEO PRODUCTION
1 Semester Programme
Fee Rs. 15,000

Previously Placed Students at reputed Media & Corporate Sectors

Shobha Charan
Sr. Accountant at Today Advertising Pvt. Ltd.

Shubham Singh
Working at EROS FILMS (Assistant Director) in Mumbai

Mohd. Taha
Production Manager Maverick Entertainment, Delhi.

Nawneet Singh
Sr. Producer at “Naxatra News”

Ambuj Upadhya
Bureau Chief at KV Channel New Delhi

Akansha Verma
Image Executive at “Perfect Relations”

Awdhesh Mishra
Associate Producer at News 24

Sudhanshu Singh
District Manager at Hindustan Times

Patron: Prof. Dr. Sarvjeet Herbert
Editorial Team: Avinash Gaurav, BAJMC
Hement Kr. Tiwari, BAJMC
Mariyam Naqvi, BAJMC

Editorial Advisor: Dr. Rahat Khan
Lay Out Design: Syed Mohd. Asif Hussain
& Avinash Gaurav

Editorial Incharge: Jawed Akhter

School of Film & Mass Communication
Sam Higginbottom Institute of Agriculture, Technology & Sciences
Formerly Allahabad Agricultural Institute- Deemed University,
Allahabad - 211007 UP India
Phone: 0091-532-2684360 Fax: 0091-532-2684210
Mobile: +919933597773, +91332875255
Website: www.shiats.edu.in

Find us on Facebook
at sfmcindia@yahoo.co.in