

Date- 11/09/2024

## **NOTICE**

### **BA (JMC) Department**

All the students of the BA (JMC) Department are hereby informed that there will be a guest lecture on Digital News Industry Entrepreneurial Opportunities and Challenges as per the following details-

**Date:** - 13\09\2024

**Venue:** – Seminar Hall, JIMS GN

**Timing:** - 12:00 am onwards

**Participant:** - BA (JMC)

**Faculty Coordinator:** – Mr. Mohd. Kamil

All faculty & student to attend.

**CC:-**

Notice Board

HOD

**EVENT REPORT**

**Name of the Event:** - Guest Lecture on Digital News Industry Entrepreneurial Opportunities and Challenges

**Date & Time:** - 13-09-2024, Friday- 12:00 pm onwards

**Attendees:** - BA (JMC)

**Venue:** - Media Studio, JIMS GN



**JIMS Engineering Management Technical Campus**  
Affiliated to Guru Gobind Singh Indraprastha University  
Approved by AICTE, BCI and NCTE, ISO 9001:2015 Certified Institution  
DEPARTMENT OF MEDIA & COMMUNICATION STUDIES

**Guest**  
**Mohd Neyazuddin**  
Anchor, Podcaster  
Producer  
and Theater Artist

**Venue**  
**Seminar Hall**

**Digital News Industry**  
**Entrepreneurial Opportunities and Challenges**

**Friday | 12:00 PM | 13<sup>th</sup> Sep 2024**

**Convenor**  
Prof (Dr) Ajitabh  
HoD

**Coordinator**  
Mohd Kamil  
Asst. Prof.

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On September 13, 2024, the Department of Media and Communication Studies at JIMS Greater Noida organized an insightful guest lecture on "Digital News Industry: Entrepreneurial Opportunities and Challenges". The lecture was delivered by Mr. Mohd. Neyazuddin, a well-known anchor, podcaster, producer, and theater artist. The session attracted students and faculty members, eager to learn from Neyazuddin's extensive experience in the digital news and media landscape.

Mr. Neyazuddin began by exploring the rapid transformation of the news industry due to the proliferation of digital platforms. He explained how the shift from traditional media to digital news consumption has opened up new entrepreneurial avenues for aspiring journalists and media professionals. He highlighted the rise of podcasting, independent journalism, and niche news platforms as some of the key opportunities in this digital age.



However, Neyazuddin also touched upon the challenges faced by entrepreneurs in the digital news space. From navigating the complexities of monetization and revenue generation to ensuring

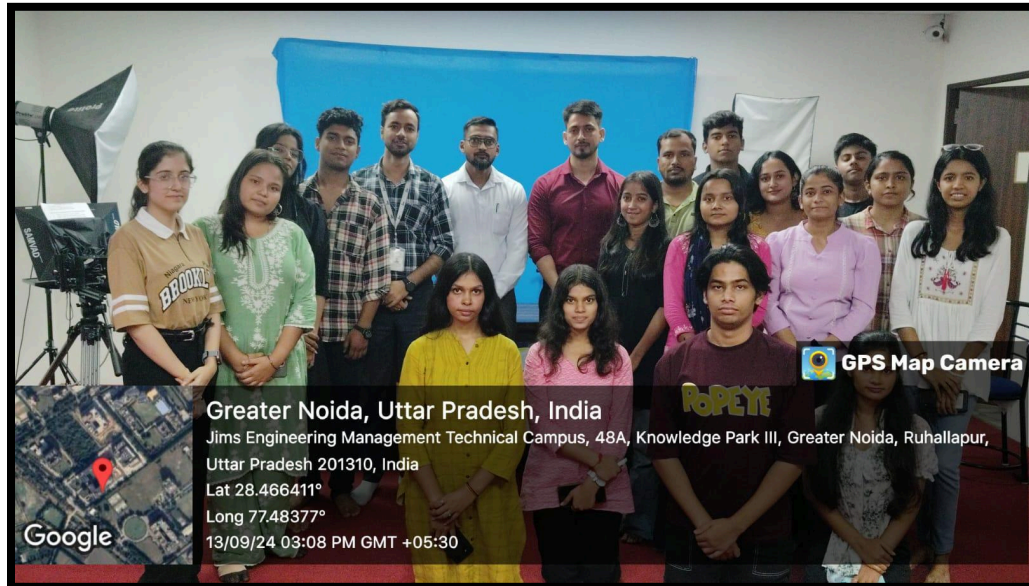
credibility and combatting misinformation, he stressed that the path is not without obstacles. He discussed the importance of building trust with audiences and the role of ethical journalism in sustaining a credible online presence.



The interactive session allowed students to ask questions about launching their own media ventures and the skills needed to thrive in the competitive digital ecosystem. Neyazuddin encouraged young journalists to embrace innovation, continuously upgrade their digital skills, and be adaptable to industry trends.

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The guest lecture concluded with a vote of thanks, leaving students motivated to explore entrepreneurial opportunities in the digital news industry, despite the inherent challenges. This enriching session provided valuable insights into the evolving dynamics of media entrepreneurship.

Convenor

Prof. (Dr.) Ajitabh

HoD

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