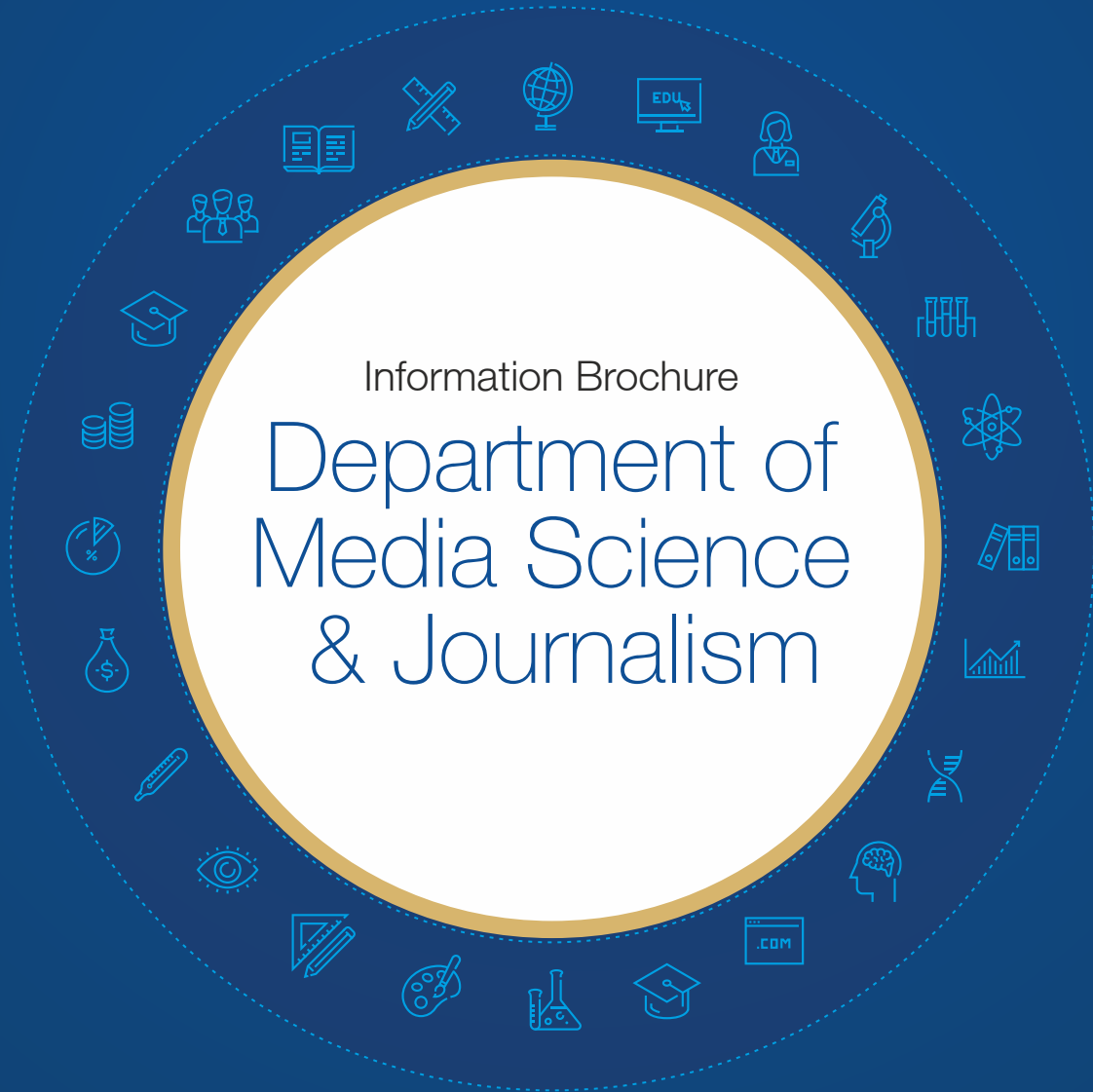


BRAINWARE UNIVERSITY

UGC • BCI • PCI • INC • WBNC



Information Brochure

Department of Media Science & Journalism

**FUTURE-READY
WITH AI**



BRAINWARE UNIVERSITY

Future-Ready with **AI**

One of Eastern India's Foremost Universities Embedding **AI Across All Departments**

AI for All: Brainware University's Future-Ready Strategy

Brainware University is embedding Artificial Intelligence across its entire ecosystem – empowering students, faculty, staff and the wider community with future-ready skills.

AI Across Campus



From classrooms to corridors, AI is seamlessly integrated into academics, administration and daily campus life

AI Education for Everyone



Foundation-level and discipline-specific AI training equips all students, teachers, and staff with practical, hands-on AI tools

AI-Powered Academics



Smarter teaching, learning, research, and assessment driven by intelligent technologies

Smart & Streamlined Administration



AI-enabled systems enhancing efficiency in Admissions, HR, and Examinations

Community Outreach & Impact



Driving AI awareness among **2,00,000+** students and parents across **2000+** schools in West Bengal

AI Research Cell



The AI Research Cell empowers faculty and students to upscale their skills through hands-on, AI-driven research, innovation, and interdisciplinary collaboration.

RECOGNITIONS



ज्ञान-विज्ञान विमुक्तये
UNIVERSITY GRANTS
COMMISSION (UGC)



DSIR-SIRO



शिक्षा मंत्रालय
MINISTRY OF
EDUCATION
GOVT. OF INDIA



MINISTRY
OF MSME

APPROVALS & MEMBERSHIPS



PHARMACY COUNCIL
OF INDIA (PCI)



BAR COUNCIL
OF INDIA (BCI)



INDIAN NURSING
COUNCIL (INC)



WEST BENGAL NURSING
COUNCIL (WBNC)



DEPARTMENT OF HEALTH
& FAMILY WELFARE



ASSOCIATION OF INDIAN
UNIVERSITIES (AIU)



INSTITUTION INNOVATION
COUNCIL (IIC)



UNNAT BHARAT
ABHIYAN (UBA)



ALL INDIA MANAGEMENT
ASSOCIATION



THE ASSOCIATION
OF COMMONWEALTH
UNIVERSITIES

COLLABORATIONS WITH FOREIGN UNIVERSITIES



LIVINGSTONE COLLEGE
North Carolina, USA



HANYANG UNIVERSITY
Republic of Korea



THE INSTITUTO NACIONAL DE
TECNOLOGIA AGROPECUARIA
(INTA), Argentina



SEJONG UNIVERSITY
Republic of Korea



KASAMA UNIVERSITY
COLLEGE OF HEALTH SCIENCE
AND TECHNOLOGY, Zambia

AWARDS & RANKINGS

BEST IN PLACEMENT awarded by



Best Institute in Engineering (Placement)
Best Institute in MBA Education
Best Law Institute



1 Technical
Private
University
in West Bengal
NUMBER ONE



Times Higher Education
Impact Rankings 2025

AMONG TOP 100 UNIVERSITIES IN INDIA

AA+ Achievement

CAREERS 360
A Career is a Life



BEST UNIVERSITY FOR PROMOTING
INDUSTRY ACADEMIA LINKAGE
2024



**'PROMISING PRIVATE UNIVERSITY
FOR INDUSTRY LINKED COURSES'**
at 7th Industry-Academia
Annual Conclave



School of Communication, Multimedia and Film Studies

Department of Media Science & Journalism

MSc Media Science & Journalism

BSc (H) Media Science & Journalism



Salient Features

- Digital-first curriculum and hands-on training in foundational and media-specific AI applications, preparing students for future media ecosystems
- Mandatory internships through collaborations with reputed media organisations, ensuring strong industry experience and career readiness
- On-campus, industry-standard audio-visual news production laboratory supporting real-time newsroom simulations
- Expert-led mentoring and practical training delivered by leading media professionals and practitioners from top media houses
- Regular industry visits to expose students to professional workflows, production environments, and emerging trends
- Emphasis on outreach and community-building initiatives, fostering socially responsible communication practices
- Value-added courses focused on evolving tools, techniques, and technologies across media and communication domains
- Focus on media literacy, and critical thinking, encouraging scholarly inquiry in media studies, film studies, communication theory, digital culture, and gender studies
- MoU with a leading social sector organisation, focused on media, filmmaking, community mobilisation, and communication activities

Specialisation Scope & Programme Highlights

- Comprehensive skill-building ecosystem combining academic rigour and practical exposure, to nurture future-ready media professionals in the areas of: Print, Broadcast & Digital Journalism and News Production
- Digital Media, New Media Technologies & AI-Enhanced Content Creation
- Photography, Videography, Editing, and Print and Graphic Design
- Film Studies & Filmmaking
- Audiography
- Social Media Management & Marketing Communications
- Public Relations & Corporate Communication, and Advertising
- Communication, Society & Culture

Internship in Leading Media Houses

আনন্দবাজার পত্রিকা The Telegraph



hoicho!



Reimagining Journalism in the Age of Artificial Intelligence

Use of AI text-to-speech and smart subtitling tools for multimedia reporting
Application of data visualization dashboards and deepfake detection labs
Experience in automated news summarization and predictive audience analytics
Hands-on training in synthetic media verification for ethical journalism
Shaping journalists who create, critique, and lead with intelligence

Specialised AI Tools in Use



Capcut

CopyAI

Bandlab

Buffer

NewsGPT

Events and Activities



Crescendo: Zine Fest



Street Frames : Photography Exhibition



Exploring Broadcasting Excellence with RJ Koushik



Insights on Journalism with Pew Roy and Rhitobrata Bhattacharya



Alumni Spotlight



Aiyushe
(Batch of 2024)



Krishnendu
(Batch of 2024)

hoicho!



Internships



Bipasha



Sandipta





WE ARE HAPPILY EMPLOYED

Suprita



Shruti



Debkanta



Chitra



Dipika



Dwaipayan



and many more ...

Placement Scoreboard

Total Campus Drives

19

Highest Salary Offered

₹6 LPA

Average Salary Offered

₹2.79 LPA

Total Companies Visited

18

Students' Achievements



Gold Medal at All India Shoto Cup



Best Presenter Honour
at the Global Health Sciences
Conference in Singapore



Winners of Smart India
Hackathon 2024
won a prize money
of Rs.1 Lakh!



Top 3 positions and cash prizes for
paper and poster presentation at
Healthcon 2024
at JU organised by IMS Kolkata



Brainware University Volleyball Team clinched the Runners-Up Trophy at the Triple Hit Tournament during CRUX 2025 — the cultural and social fest of IPGMER & SSKM, Kolkata



Our students in NSS Adventure Camp
at Atal Bihari Vajpayee Institute of Mountaineering, Manali



BBA & B.Tech CSE-AI students who received Presidential Scholarship from USA

Infrastructure Highlights : Facilities and Amenities



Eco-friendly campus

Smart clean classrooms

Hi-tech Research stations / workshops

Industry expert workshops / masterclasses

Conference halls

Seminar halls

ICT on-campus library / digital library

Strictly No-Ragging campus

360-degree recruitment support

On-campus separate hostels for boys and girls

On-campus ATM

Entertainment zone and talent clubs

Multi-sports arena

Mental Wellness Centre and Gymnasium

Multicuisine food court

Agriculture field

“ The best part of our global campus is that everything is within an affordable price range. Any eligible student can get enrolled without burning a hole in the pocket, and have a world class learning experience. ”

Our Extra-Curricular activities are facilitated through various clubs like :



Scholarship Scheme

We PAY. You LEARN.

VIDYALANKAR

100%*

Tuition fees waiver
>= 95% in 10+2 Exam

50%*

Tuition fees waiver
>= 90% in 10+2 Exam

MEDHA BRITTI

Upto ₹ **60K***
Scholarship
60-89% in 10+2 Exam

KRIRA RATNA

Upto **100%**
Tuition fees waiver
on sports certificates from
international to district level

Toppers from an institution with less than 90% will get additional **Rs. 25,000/-** off over and above the Brainware Merit Scholarship (based on marks obtained in qualifying exam and seat availability)



Scan this QR Code
for scholarship details

***N.B. Central and state government scholarship schemes available for eligible students**

- Brainware Vidyalankar Scholarship is not applicable for MPharm, BPharm, DPharm, BSc Nursing and GNM programmes
- Brainware Vidyalankar Scholarship is not applicable for International Students
- To avail the Brainware Vidyalankar Scholarship, a candidate must possess a minimum of 60% throughout their career.

Government Scholarship Scheme

A list of government scholarships one can apply for:

West Bengal Chief Minister's Relief Fund (Nabanna) Scholarship

<http://wbcmo.gov.in/>

Swami Vivekananda West Bengal Merit-Cum-Means Scholarship

<https://svmcm.wbhed.gov.in/>

Kanyashree Prakalpa(K2)

<https://www.wbkanyashree.gov.in>

West Bengal Minorities' Development & Finance Corporation

<http://www.wbmdfcscholarship.in>

Scholarship for SC ST & OBC Students in West Bengal

<https://oasis.gov.in/>

National Scholarship

<https://scholarships.gov.in/>

Students can also avail STUDENT CREDIT CARD SCHEME launched by Government of West Bengal for higher studies up to 10 lacs.

The links are provided on the scholarship page of the university website



Scan this QR Code
for scholarship details

Dreams Made Possible: Testimonies of Vidyalankar Scholars

Vidyalankar Scholarship 2025



When I received the Brainware Vidyalankar Scholarship, it felt like someone truly believed in my potential. Coming from a modest family, higher education always felt uncertain. This support removed that fear and allowed me to focus completely on learning, growing, and dreaming bigger without constantly worrying about finances.

Subhadeep Das | 90.2% in HS
Enrolled in B.Tech CSE - AIML

Vidyalankar Scholarship 2024



The scholarship did not just reduce my fees; it gave me confidence. I no longer felt like a burden on my parents. Instead, I felt empowered to give my best in class, participate in projects, and prepare seriously for my future career.

Rajani Sarkar | 90% in HS
Enrolled in BCA

Vidyalankar Scholarship 2025



There was a time when I thought I might have to drop my admission despite securing good marks. The Vidyalankar Scholarship changed everything. It gave me dignity, hope, and the freedom to pursue my education with pride and independence.

Sushoka Zhimo | 93.2% in HS
Enrolled in LLB

Vidyalankar Scholarship 2024



Studying at Brainware University with the Vidyalankar Scholarship has been life-changing. I could finally invest my energy in academics, skill development, and internships instead of constantly worrying about expenses at home.

Payel Chatterjee | 90.8% in HS
Enrolled in BBA

Vidyalankar Scholarship 2025



This scholarship came at a moment when my family was going through financial stress. It felt like a helping hand extended at the right time. Because of this support, I now study with peace of mind and a deep sense of gratitude.

Shreya Halder | 94% in HS
Enrolled in BSc in Physician Assistant

Vidyalankar Scholarship 2025



The Vidyalankar Scholarship motivated me to work harder every single day. It reminded me that merit and effort are valued here. I feel responsible not just to myself, but to everyone who believed in me.

Sayan Ghosh | 90.6% in HS
Enrolled in BSc in Advanced Networking & Cyber Security

Best of Everything at an Affordable Price

Modern facilities of global stature assist students to attain the best opportunities...



Enjoying Campus Life



University Campus



Wi-Fi Enabled Campus



In-house Health Clinic



Auditorium



Canteen & Cafeteria



Web-based Students' Forum & Tailor Made App



Language Lab

Great Campus Life!

"I have been intensely engaged with the vibrant campus community of Brainware ever since my first year; apart from academics, there is so much to do and explore amid our lush green campus!"



Nikhita Gandhi at Annual Fest



Gym



Creative Workshop



Photo Walk



Cricket



Soccer



Olympian Dipa Karmakar at Brainware



Celebrating Independence Day



Tree Plantation



Republic Day Celebration

Great Campus Life!



Basanta Utsav



College Band



Session with singer Anweshha



Karate



Yoga Competition



Business Fair



Annual Fest



Mental Wellness Workshop



Fashion Saga



Book Fair



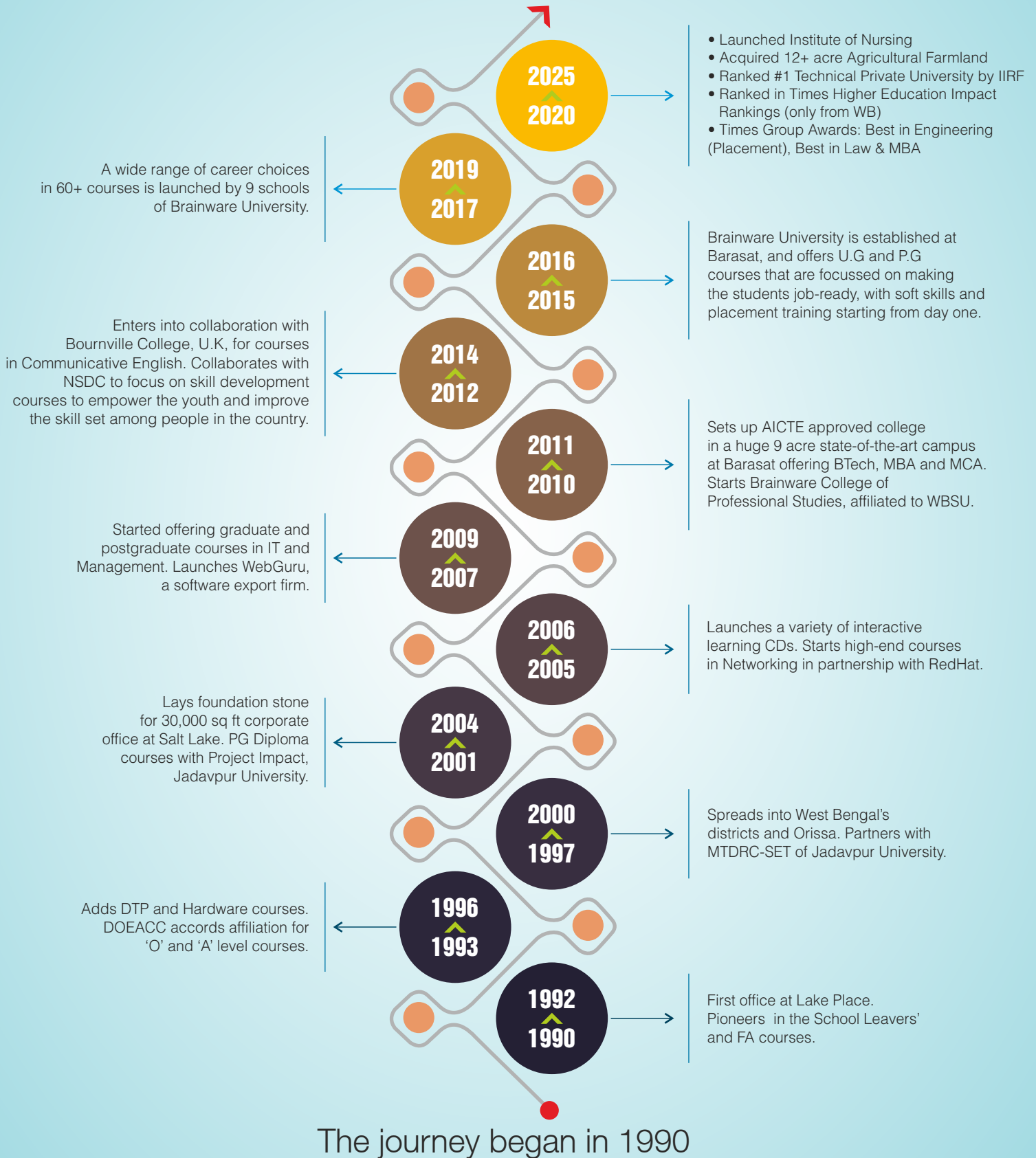
Street Play

No Ragging Campus ► Ragging is a Crime Punishments for Ragging

Suspension • Rustication • Expulsion • FIR • Prosecution • Arrest / Imprisonment up to 2 years or fine up to INR 10,000/- or both

Anti-Ragging Squad & Committee details available in the Anti-Ragging Handbook

BRAINWARE TIME LINE





Visit us



BRAINWARE UNIVERSITY

Barasat Campus : 398, Ramkrishnapur Road, Barasat, Near Jagadighata Market, Kolkata, West Bengal 700125



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[/BrainwareTweet](https://twitter.com/BrainwareTweet)