

**SRI PADMAVATI MAHILA VISVAVIDYALAYAM
DEPARTMENT OF COMMUNICATION AND JOURNALISM**

Details of Personal Profile

1.

1.	Name & Designation	DhotreVaishnavi, Programme Executive,Etv Life
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About University:

SPMVV is the best Mahila university of our state. It is the best place to build up the career and develop the personality. In the university campus we get many things to learn and it teaches us how to face society and the people at any situation with positive attitude and broad thinking.

MBA(Media Management) is the one of finest course in Post-Graduation which is exclusively offered by our university that too for women's only.

This course is the best course for the students who are interested in media, as it deals with the both media principles and basics of management which is most helpful and easier to deal in the professional life.

It is a course broadness the career opportunity for the students ,the faculty of the department are most intellectual and friendly for the students ,at each and every situation they stood up with the students for their every need.

They boosted the Zeal and morale of the students by teaching the importance of the course and importance of media and its role to tune the thinking and habits of the students to meet the every need which helps to build up a better society .

Apart from text book lessons our professors used to share their experiences and societal problems from which we gain the knowledge and capability of dealing with the situations even at worst times .

Here I am glad to say I am student of Mahila university as each and every situation of my campus teaches me a lesson which is helpful for me throughout my life.

Regards,

Vaishnavi,


Programme Executive,

Etv Life

2.

1.	Name & Designation	Besta. bharathi, 99tv news channal, scrolling department, hyderbad,
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My story at Sri Padmavati Mahila VishvaVidyalayam (SPMVV) :

It's my utmost pleasure to be a part of alumni of the esteemed university, SPMVV, the **first University in South India** specialized for **women**. I owe my faculty, for being the best part, who made things easier and understandable for me in every context during my study. I feel grateful to be a part of my department "**Communication and Journalism**", the less spoken among the MBA colleges and first of it's kind. it would be game everyday learning at SPMVV under the best qualified and amicable faculty. I can bet that my tenure at SPMVV is the fantabulous part of my learning phase.

Cheers,

Jyothi Kota.

4.

1.	Name & Designation	Mrs.B.Pallavi , District Public Relations Officer,
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5.

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5. Mrs. N.V.Priyanka priya.vikram@gmail.com

There comes a point in everyone's life where one has to make a decision that determines the career path. With so many choices, finding the right career path seemed a daunting task. Since I am an avid reader and enjoy writing, I took a glance at the MCJ (Masters in Communication and Journalism) course offered at Sri Padmavathi Mahila University. I was quite overwhelmed with the course details as I could see plenty of career options in this segment. Journalism turned out to be the obvious choice. When I enrolled for the course, my ambitions were quite modest though. Over the next two years, the subject and the creative and approachable lecturers transformed my outlook in terms of confidence and improving skills. Most of all, they helped me recognize my interest and look beyond the known. Highly dedicated and professional faculty consistently provided encouragement and advice throughout the two years of Master's degree. The internship opportunities provided by the university gave me on-the-job experience and was the best bridge between completing the course and finding the job. This experience immensely helped me in future endeavors.

Once I passed out of the portals of the university, job offers started pouring in. Thanks to numerous assignments on advertising campaigns at the university, my first few weeks as a Copywriter at a leading advertising agency turned out to be a smooth sail. All that mattered was ability and determination. From writing print ads to brochures, press releases and catalogs, I realized copywriting is a constant battle to get better with every copy that you write. After my stint at the ad agency, I joined an English daily as a Reporter and Sub-editor. The challenges were bigger and deadlines were tougher. But I was prepared to face it as I was constantly reminded by my lecturers' advice that the tough must get going, no matter what. Initial disappointments are inevitable but as it is often said failure is the stepping stone for success, I did not give up and kept getting better with every interview and book review. The most interesting aspect of Journalism is that one gets to know the world around and share the information across a wide segment of readers. It is truly said that journalists write the first draft of history. It sure is an enriching and enlightening experience. While some passionate journalists remain undeterred, some like me take a sabbatical due to various other commitments. However, the best part of journalism is that it offers plenty of viable career opportunities. From being a hard core reporter to a creative copywriter to a public relations executive to a columnist, web content developers and bloggers, the options are manifold. All the learning at SPMVV has helped me today at professional and personal sphere.

Priyanka NV

6.

1.	Name & Designation	Mrs.Pama Meenakshi
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All of us are students in this beautiful place called as Universe and we are shaped by the values and culture that this system offers to us. If Educational institutes provide value based education, they produce future citizens embodied with good principles, morals and contribute towards growth of a healthy citizens and ultimately towards a strong society.

Today, whatever I am I attribute that to my educational institute, my teachers and my mentors due to which I am able to lead a decent life in this fast paced society.

Me, Padma Meenakshi, a Doctorate in Communications and Journalism is a journalist by passion and trainer by profession. Currently holds the role as Assistant Manager, Education (Financial Crime Compliance) with an International Financial Institution (HSBC). Graduated from Sri Padmavathi Mahila ViswaVidyalayam in Masters in Communications & Journalism and stepped on to my career path as a Reporter with a vernacular news daily (Vaartha), moved on as Chief News Editor and News Presenter with Leader (Print) and Excell Media (Local TV Channel). During my stint with media, won several laurels and awards for my reports and documentaries on culture, heritage and development issues, and bagged the Best Journalist Award -2003 instituted by Vizag Journalist Forum. Known for my unbiased and value based reporting in the journalistic circles and has several news reports and interviews with dignitaries to my credit. During my stint with media, reported many political, social, Women's empowerment and cultural issues and presented it to bring social change in the masses through my writings.

The career journey took a different path with me choosing an International Financial Institution and my journalistic background and academic qualification helped me to grow through the career as my day to day job involves financial crime investigation training and travelled multiple countries to

deliver my job. I also serve as Communications Spark for the Global FCC Communications team contributing articles on events, achievements, success stories related to Department.

I volunteer my free time to a Non-Profit Organization (Global AID) to publish their communique

There are several top performer awards to my credit and today I stood on this stage of Earth as a successful professional and a human being.

7. Madhavi Reddy

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8.

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