

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION EVENT REPORT

Name of the Event: Extension Lecture on “Turning Journeys into Ventures: The Entrepreneurial Art of Travel Journalism”

Category: Extension Lecture

Date Held: 29th April, 2025

Time: 11:30 am. Onwards

Venue: Muktiprana Sabhagriha [RKSMVV]

Name and Designation of the Resource Person(s): Mr. Shibaji Paul (@explorer_shibaji), popular Travel & Food Vlogger, YouTube.

Number of Participants: 132 students (110 from other departments + 22 from department of Journalism & Mass Communication), 4 faculty members.

Brief Description of the Event: The Department of Journalism & Mass Communication organized an Extension Lecture titled “*Turning Journeys into Ventures: The Entrepreneurial Art of Travel Journalism*” as part of its academic enrichment initiatives. The session aimed to introduce students to the entrepreneurial scope within the domain of travel journalism, with a focus on the integration of content creation, digital media, and professional branding.

Mr. Paul delivered an insightful and engaging lecture on travel vlogging and journalism. He elaborated on how one can pursue YouTube as a professional platform, drawing from his own experiences. He particularly emphasized the importance of the term “*skill*” in building a successful digital career. His journey provided students with a practical roadmap to transforming a passion for travel into a sustainable venture.

The event was open to students from all departments. NEP Semester 4 and CBCS Semester 6 students from the host department actively participated. A dedicated Q&A session was conducted, where students asked relevant and thoughtful questions, which Mr. Paul addressed with enthusiasm and clarity. A *live Facebook streaming* of the event was also conducted to ensure wider outreach and enable virtual participation.

The session concluded with a formal vote of thanks.


Outcome of the Event: The extension lecture on “Turning Journeys into Ventures: The Entrepreneurial Art of Travel Journalism” had a profound impact on the participating students and faculty members, contributing meaningfully to their academic and professional growth. The session offered a rare opportunity to explore the real-world application of travel journalism and digital entrepreneurship from a first-hand perspective.

Students were introduced to the evolving landscape of media, where traditional journalism merges with digital platforms such as YouTube. Mr. Shibaji Paul’s journey as a travel and food vlogger served as an inspiring case study that demonstrated how passion, skill, and consistency can transform a personal interest into a successful professional career. His emphasis on the significance of practical skills—such as video production, storytelling,


editing, and audience engagement—reinforced the importance of experiential learning beyond the classroom.

The session also enhanced students' understanding of the entrepreneurial aspects of content creation. They learned how to build a personal brand, monetize content, collaborate with brands, and sustain viewer engagement. The inclusion of a *live Q&A* segment allowed for a deeper exploration of these ideas, encouraging active student participation and enabling personalized learning. For many students, especially those from the Journalism & Mass Communication department, this event served as a wake-up call to the numerous possibilities that lie beyond conventional career paths. It motivated them to explore innovative approaches to media, storytelling, and digital communication. Students from other departments also found the session relevant and inspiring, as the skills discussed—creativity, communication, and strategic thinking—are universally applicable.

Overall, the lecture enriched the students' academic journey by combining theoretical understanding with real-world applicability, thereby fostering a dynamic and future-ready learning environment.

**RAMAKRISHNA SARADA MISSION VIVEKANANDA VIDYABHAVAN**
Dept. of Journalism & Mass Comm with IQAC
Organizes an Extension Lecture

TOPIC:
"Turning Journeys into Ventures:
The Entrepreneurial Art of Travel Journalism"



Date
29/04/2025

Venue:
Muktiprana Sabhagriha

Speaker:
Shibaji Paul (@explorer_shibaji)
Travel & Food Vlogger, YouTube

Time - 11.30 am onwards

