

Symbiosis Institute of Media and Communication - Pune

The Fifth Estate

Theme - Transcendence: Exploring Media Entrepreneurship

Academic Year - 2019-2021

Introduction to The Fifth Estate

Transcendence: Exploring Media Entrepreneurship, explores the field of freelance journalism, entrepreneurship opportunities in media space, digital media defying traditional norms and highlighting future possibilities in the field of journalism within a prominent divide between mainstream and unconventional digital space.

The purpose of the event is to create a space where students can connect and gain insights into the workings of the digital space. The theme proposed by the members of the Corporate Interface Team sought to capture the changing nature of journalism amid the pandemic, transcending boundaries, and developing conviction to cover topics associated with niche sectors. The two sessions hope to provide a holistic idea about curating content, monetization strategies on free distribution platforms, and understanding the pulse of the audience.

Session 1 details:

Date: 19th December 2020

Time: 11 AM - 12:30 PM

Program mainly for: MA (MC) Journalism batches of 2019-2021 and 2020-2022

Maximum number of participants: 59

Objective of the session:

To provide the journalism students at SIMC a closer look into the world of YouTube and journalism on social media. This session was organised with an aim to deliver knowledge on identifying niche areas, understanding the pulse of the audience and how entrepreneurs monetise their content on free distribution channels.

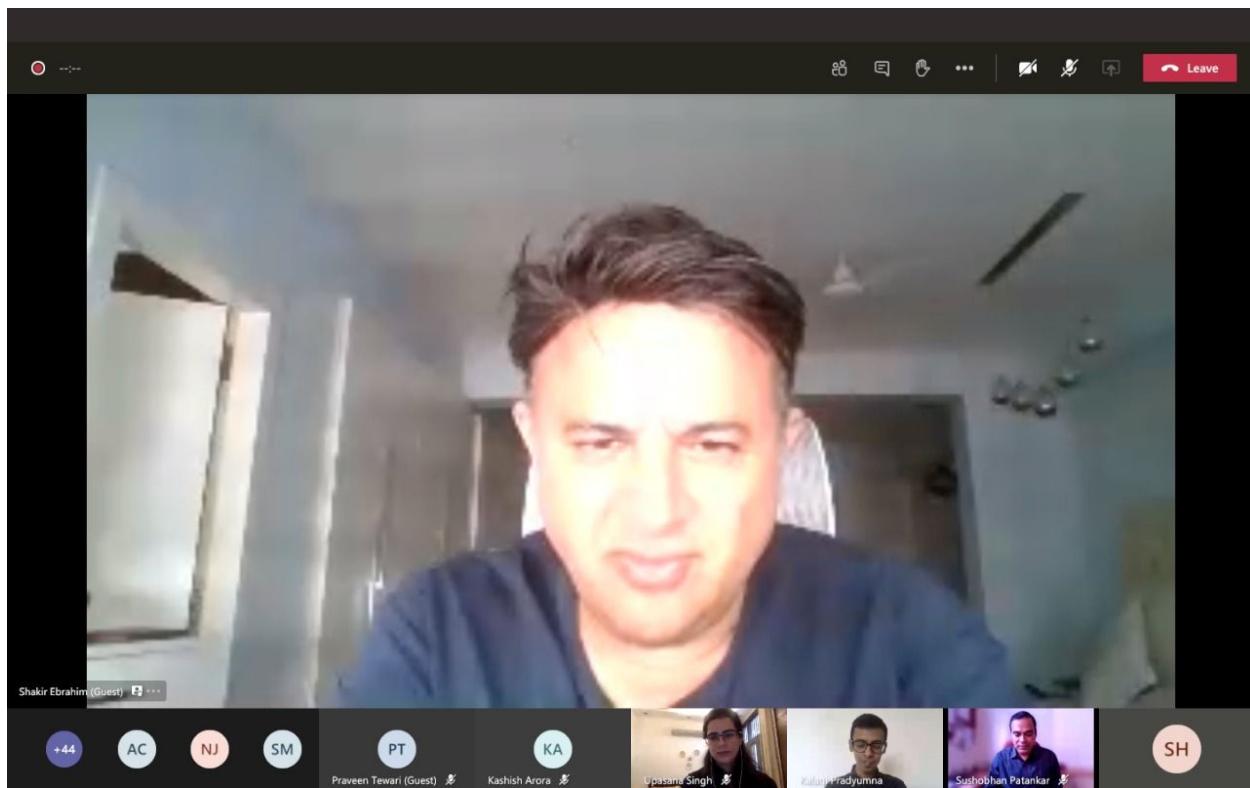
A small brief about the guest:

Mr. Shakir Ebrahim is the Founder and Creator of Bisbo, an animated news channel in 10 Indian languages on YouTube. He is a storyteller of news. On Bisbo, every news video is deeply informative, made into a movie type of story with a dramatic opening, a flow of events, a body and a conclusion with originally created images and a background score. All of it is factual, heavily researched and imaginatively animated making a unique experience. Bisbo is on YouTube in 10 Indian languages with a combined subscriber base of 1.7 million and doing between 30-70 million minutes of watch time per month.

This is Shakir's second attempt at this novel concept of animated news. In 1995, at the age of 25, fresh after his MBA, he started a printed magazine but ended up closing it 2 years later due to lack of funds. Now, 25 years later he is back with the same concept in a more modern avatar and though he has no prior journalistic experience, his videos have been widely appreciated.

LinkedIn Profile: linkedin.com/in/shakir-ebrahim-3008a05

Screenshots from the session:



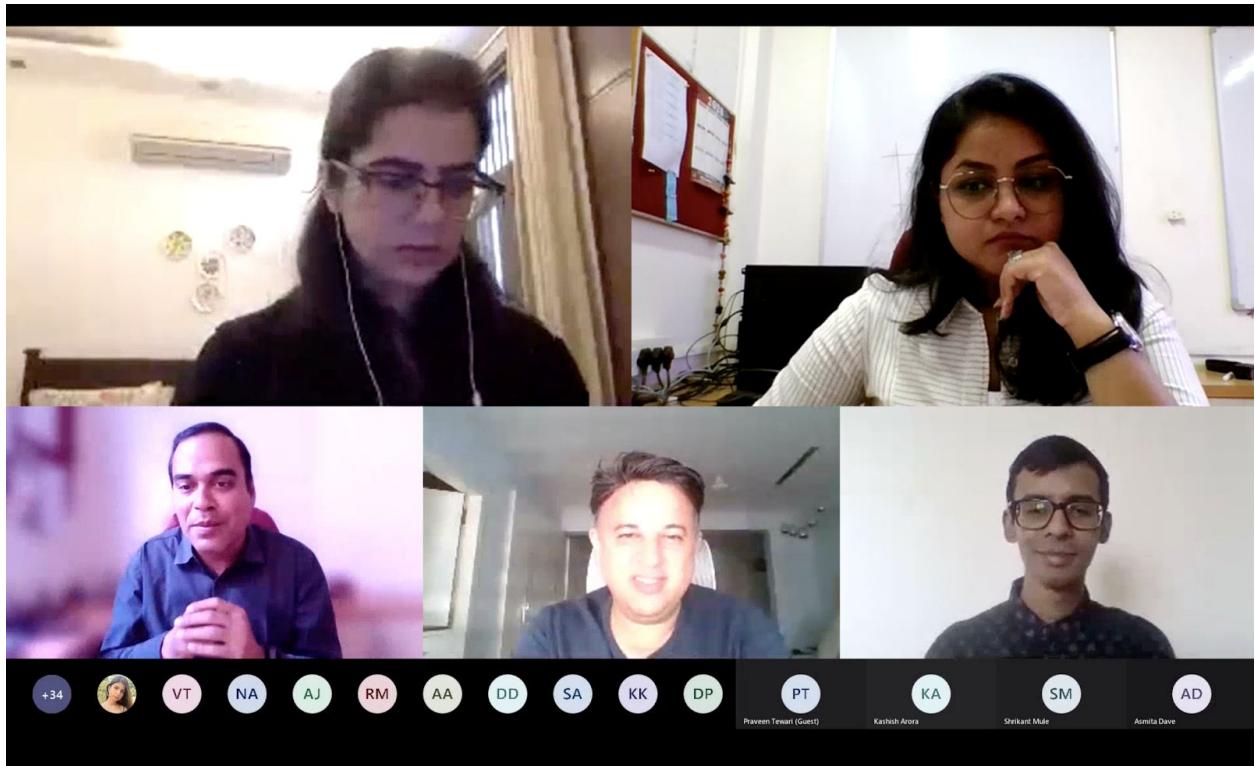


'Transcendence: Exploring Media Entrepreneurship'

A screenshot of a video conference interface titled "Transcendence: Exploring Media Entrepreneurship". The interface shows a 3x3 grid of participants. The top row contains three participants: Ashwani Upadhyay, Kalagi Pradyumna, and Varuni Trivedi (Guest). The middle row contains three participants: Upasana Singh, Neha Jindal, and Santosh Kumar Biswal. The bottom row contains three participants: Shakir Ebrahim (Guest), Sushobhan Patankar, and Aayush Kataria. Below the grid is a participant list:

- +45
-
- SH
- MV
- VT
-
- Ahwayta Pillai
- NJ
-
- Sushobhan Patankar
-
- KP
-
- SE
-
- US

At the bottom of the screen, there is a taskbar with various icons and a search bar.



Session 2 details:

Date: 19th December 2020

Time: 4 PM - 5:30 PM

Program mainly for: MA (MC) Journalism batches of 2019-2021 and 2020-2022

Maximum number of participants: 51

Objective of the session:

To give the journalism students an insight into the podcasting world and the process of content curation for podcasts that entail writing for a target audience and creating episodes in a manner that makes the content more engaging and compelling, thereby increasing engagement and reaching a vast audience.

A small brief about the guest:

Mr. Prakhar Gupta is a host of PG Radio on Spotify and ‘PrakharkePravachan’ on YouTube and Instagram. He is a creator dabbling between conversations on politics, history, books, art and everything which poses a chance to be intellectually stimulating to human brains. His podcast PG Radio presents weekly episodes of such conversations which also features as video podcasts on his YouTube channel with the same name. With a place for hours of intense discussions, he also gives gyan on life, personal growth and millennial issues on his another YouTube channel called ‘Prakhar ke Pravachan’.

Currently, Prakhar is a Dean's list student, which is a distinction for his academic achievement as a student of Economics & Psychology at Columbia University, New York. While he has studied accountancy, finance and corporate law, he is also a teacher at Avalon Meta Pro League with an ongoing course on personal development. With a dedicated viewer base, Prakhar is now nearing a year of his journey as a creator.

Screenshots from the session:





Meeting stats

Shradha Tiwari (Guest) joined the meeting.
Shradha Tiwari left the meeting.

Varuni Trivedi (Guest) 16:48
Guys, please type your questions here in the chatbox.

Praveen left the meeting.

Pradeep (Guest) 16:53
Your podcast has many prominent guests. How do you zero down your choices for a guest on your show?

Praveen joined the meeting.

Aayush Kataria 16:55
Good Evening sir, Thank you for such an insightful session. I wanted to know how do you decide on what topic you want to speak on and gauge what your audiences prefers and

Atreya Raghavan
Saurabh Sharma (Guest)
prakhar.mindhack
Ritaban Misra
Upasana Singh
Ayush Kataria
Pradyumna (Guest)
Ruchi Kher Jaggi (Guest)
Sushobhan Patankar

⚠ Recording has started. This meeting is being recorded. By joining, you are giving consent for this meeting to be recorded. [Priv...](#) [Dismiss](#)

Upasana Singh (Guest) Shraddha Tiwari (Guest) Saurabh Sharma (Guest) Varuni Trivedi (Guest)

prakhar.mindhack Ritaban Misra Shreya Kachroo Ruchi Jaggi

Aayush Kataria Pradyumna (Guest) Sushobhan Patankar Atreya Raghavan

+41 VT P P prakhar.mindhack

Varuni Trivedi (Guest) Praveen prakhar.mindhack

Upasana Singh Shraddha Tiwari (Guest) Saurabh Sharma (Guest) Varuni Trivedi (Guest)

prakhar.mindhack Ritaban Misra Shreya Kachroo Ruchi Jaggi

Aayush Kataria Pradyumna (Guest) Sushobhan Patankar Atreya Raghavan

Kashish Arora (Guest)

Meeting chat

SK Shreya Kachroo 17:01 How do you draw the line between constantly monitoring the podcasting metrics and not letting it affect your craft?

Ruchi Jaggi joined the meeting. Ruchi Kher Jaggi (Guest) left the meeting.

Shavik Bhagat left the meeting.

P Praveen (Guest) 17:10 Sir, thank you for the session. My question is how do you actually monetize your social media and Prakhar ke Pravachan? What are your strategies for the same?

Saurabh Sharma (Guest) left the meeting. Saurabh Sharma (Guest) joined the meeting.

Type a new message

A small write up about the learning gained from the two sessions:

There has been no short supply of news in 2020, but with some journalists adopting an aggressive or sensational approach, there are many creators who have been making innovation in the business of news delivery such as Bisbo and PG Radio.

Mr. Shakir Ebrahim explored the sphere of digital media and an alternate way of storytelling. He spoke about the process of creating animated news stories right from its inception to the writing process and the accurate animations that have to be used. He highlighted the importance of being neutral and not taking a side whilst presenting news stories. Ad-revenue models were also discussed in his session and the importance of being consistent whilst working in digital media. The moderator asked a few questions to the speaker before moving on to take questions from the audience.

On the other hand, Mr. Prakhar Gupta spoke about podcasting in India and its scope of development. Since production and distribution can be easily managed in the digital space, he focused on the need to ask questions that push the interviewee and make him/her think beyond the central theme of a particular podcast episode. Mr. Gupta also talked about connecting with the audience and incorporating humour whilst creating content as “humour humanises people.” He stressed upon the importance of being relevant and passionate about the kind of content one wishes to produce. Whilst talking about monetisation strategies, he emphasised on creating trust and credibility before asking people to pay for content in the digital space. After a few questions from the moderator, the floor was opened for discussion where students of SIMC could seek answers from the guest.