

**Title of the workshop:** Transcendence: Exploring Media Entrepreneurship; a skill development workshop

**Objectives of the workshop:** This workshop explores the field of freelance journalism, entrepreneurship opportunities in media space. The 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 workshop is to create a space where students can connect and gain insights into the workings of the digital space and the skill development occurs through these insights. 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 achieve skill development necessary to inculcate ethos of entrepreneurship in Journalism student.

**Schedule of the event:**

**Mode: Online**

**Session One:**

Date: 19th December 2020

Time: 11 AM - 12:30 PM

**Session Two:**

Date: 19th December 2020

Time: 4 PM - 5:30 PM

**Name of resource persons with details:**

**Session One:**



**1. Mr. Shakir Ibrahim, Founder and Creator *Bisbo* an animated news channel.**

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](https://www.linkedin.com/in/shakir-ebrahim-3008a05)

### Session Two:



## 2. Mr. Prakhar Gupta, Host, PG Radio, Spotify & host, “Prakhar ke Pravachan” on YouTube

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.

### No. of participants: 60

**Outcome/deliverables:** 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.

## **Brochure or Geo-tagged photographs with date and captions**

### **Session One: Workshop by Mr Shakir Ibrahim, Founder *Bisbo***



*Photograph 1: Shakir Ibrahim talking to students, a screenshot. Date: 19<sup>th</sup> December 2020*



*Photograph 2: Event attendees, a screenshot. Date: 19<sup>th</sup> December 2020*



*Photograph 3: Vote of thanks, a screenshot. Date: 19<sup>th</sup> December 2020*

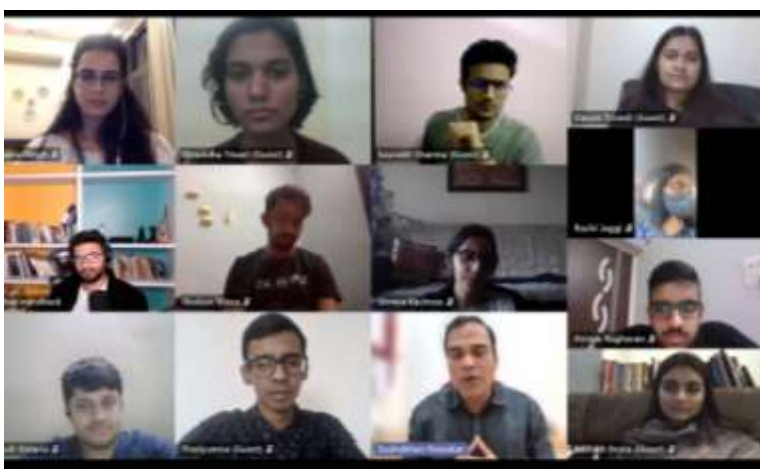
**Session Two: Mr. Prakhar Gupta is a host of PG Radio on *Spotify* and '*PrakharkePravachan*' on *YouTube***



*Photograph 4: Prakhar Gupta addressing the students, a screenshot, Date:19th December 2020*



*Photograph 5: Question and answer session, a screenshot, Date:19th December 2020*



*Photograph 6:Vote of thanks, a screenshot, Date:19th December 2020*