

**Title – Report on an Online Talk on Strategic Synergy: Media Relations meet CSR
Academic Session- 2024-2025**

Date: 8th May 2025

Time: 7:00 PM

Venue: Google Meet (Online)

Organizer: Department of Journalism and Mass Communication, Asutosh College

In Collaboration: Department of Journalism and Mass Communication, Women's College,
Calcutta & Victoria Institution (College)

(As part of MoU dated 29.05.2023 & 12.06.2023)

In Association with: IQAC, Asutosh College

Objective:

To explore the intersection of media relations and corporate social responsibility (CSR), fostering an understanding among students of how strategic communication plays a critical role in aligning media practices with ethical corporate behavior.

Brief Report:

The Department of Journalism and Mass Communication of Asutosh College, in collaboration with Women's College, Calcutta and Victoria Institution (College), hosted an insightful guest lecture titled "Strategic Synergy: Media Relations Meet Corporate Social Responsibility" on 8th May 2025 via Google Meet.

The session was graced by Dr. Tanushri Mukherjee, a distinguished academician from Amity School of Communication, Amity University Rajasthan. Drawing from her vast academic and industry experience, Dr. Mukherjee delivered a thought-provoking talk on how strategic media engagement and CSR initiatives can together build a positive public image and sustainable brand identity for organizations.

Key points covered in the session included are:

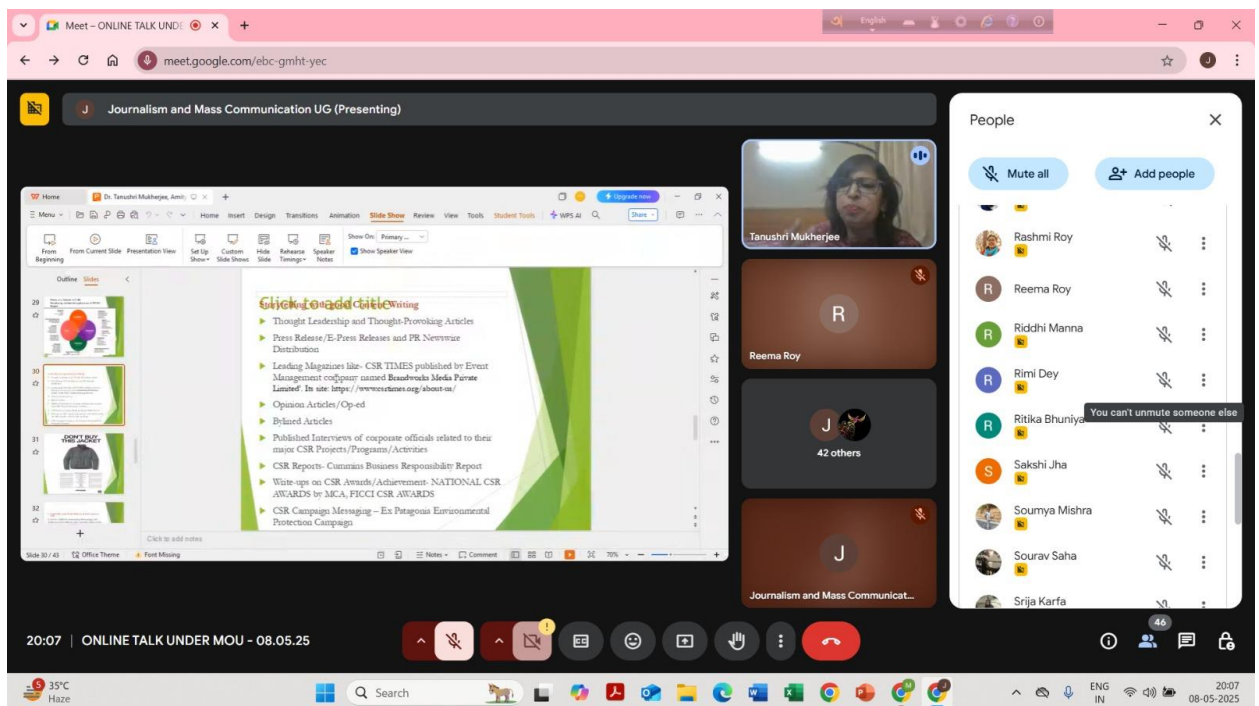
- The evolving role of media professionals in shaping CSR narratives.
- The ethical responsibilities of media houses when representing corporate efforts.
- The strategic use of public relations and media outreach in CSR communication.
- Case studies showcasing successful CSR-media collaborations.

Students and faculty from all three collaborating institutions actively participated in the session, raising questions on green-washing, social media influence on CSR visibility, and the role of media in crisis communication.

26 students participated in the session.

Expected Outcomes:

- Deeper student insight into the relevance of CSR in modern media strategies.
- Enhanced understanding of ethical media practices in corporate storytelling.
- Promotion of interdisciplinary collaboration among institutions under the MoU.
- Motivation for students to pursue careers at the junction of media, CSR, and strategic communication.
- The session was not only academically enriching but also reinforced the need for responsible communication in shaping a socially aware and ethically grounded media ecosystem.



Meet - ONLINE TALK UNDER MOU - 08.05.25

Journalism and Mass Communication UG (Presenting)

Source: Govt. Portal on CSR
<https://www.csr.gov.in/content/csr/global/master/home/aboutcsr/aboutcsr.html>

Corporate Social Responsibility

Corporate Accountability

Responsible Business

Beyond Philanthropy

Sustainability

Creating Shared Value

19:31 | ONLINE TALK UNDER MOU - 08.05.25

35°C Haze

Search

ENG IN

19:31 08-05-2025

Meet - ONLINE TALK UNDER MOU - 08.05.25

Journalism and Mass Communication UG (Presenting)

Many think:

Corporate Citizenship = CSR = Corporate Philanthropy

19:20 | ONLINE TALK UNDER MOU - 08.05.25

35°C Haze

Search

ENG IN

19:30 08-05-2025

People

Mute all Add people

Srija Karfa

Sruti Dey

Subhangi Bhattacharyya

Subhashree Accoli

Subhojit Basak

SUMOLLI GHOSH

Suparna Biswas

Susmita Dutta

Susmita Paul