

# Newswriters.in

Empowering Media Minds, Shaping the Future

Where industry insight meets academic rigor, our approach blends practical skills with critical thinking to create real impact. By bridging real-world media practice with intellectual depth, we equip learners with skills that work, ideas that last, and a perspective rooted in professional excellence.

# About Newswriters.in

## **Empowering Media Professionals, Educators, and Creators Since 2012**

Founded in 2012 by a collective of media academicians, senior journalists, communication experts, and industry veterans, **Newswriters.in** is an independent, purpose-driven knowledge and training platform dedicated to elevating the standards of journalism, corporate communication, and content creation in India and beyond.

What started as a modest, donation-supported initiative has grown into one of the most trusted online learning ecosystems in the media and communication domain—delivering high-impact, career-relevant education that bridges theory and practice.

### **Our Journey So Far**

- **2012–2015:** Began as a voluntary knowledge-sharing platform offering free resources, webinars, and mentorship to early-career journalists and students.
- **2016–2019:** Introduced structured online certificate programmes and live workshops; gained recognition through collaborations with the Press Club of India and several universities.
- **2020–present:** Expanded into AI-powered media tools, corporate communication, strategic brand management, data storytelling, and niche journalism verticals—serving thousands of learners across the country.

### **Core Offerings**

We design and deliver specialized programs that combine academic rigor with real-world applicability. Our flagship learning areas include:

- Multimedia & Content Development
- Storytelling & Narrative Writing

- Digital Content Development, SEO & Audience Growth
- Corporate Communication & Strategic Brand Management
- Data Journalism, Storytelling & Visualization
- AI Tools for Journalists, Content Creators & Communicators
- AI-Powered Content Creation & Advanced Prompt Engineering Strategies
- Fashion, Lifestyle & Entertainment Journalism
- Financial & Business Journalism

### **All programmes feature:**

- Live expert-led sessions
- Hands-on assignments & real-world case studies
- Peer learning & mentorship
- Industry-recognized certificates
- Access to recordings & resource library (select courses)

### **Leadership & Academic Direction**

#### **Prof. Subhash Dhuliya** Founder-Director & Chief Academic Curator

A distinguished media educator and institution builder, Prof. Dhuliya brings over three decades of experience in journalism education and higher education leadership. He is:

- Former Vice-Chancellor, Uttarakhand Open University
- Former Professor at IIMC (Indian Institute of Mass Communication), IGNOU, and CURAJ (Central University of Rajasthan)
- Author of widely respected books and research papers on media, communication, and education
- Recipient of multiple national awards for contributions to journalism training

Under his guidance, every course is academically robust, industry-aligned, and continuously updated.

## Faculty

Our faculty pool comprises:

- Senior editors and correspondents from leading national and international media houses
- Corporate communication heads and brand strategists from top Indian and global companies
- Award-winning documentary filmmakers, data journalists, and digital storytellers
- Academics and researchers from premier institutions

The faculty brings together industry professionals and academicians with deep domain expertise, integrating real-world practices and tools with academic rigor. This fusion of classroom excellence and newsroom experience ensures participants gain both strong theoretical foundations and practical, up-to-date insights.

## Strategic Collaborations

Newswriters.in has built strong institutional partnerships with:

- Press Club of India (joint workshops and certificate programs)
- Several central and state universities -Special Interactions

These alliances enhance credibility, expand reach, and ensure continuous alignment with industry needs.

## Vision

To create a vibrant, future-ready ecosystem where academia, media practitioners, and industry leaders collaborate seamlessly to redefine excellence in journalism, communication, and content creation.

## Mission

- Bridge the widening gap between academic training and real-world media demands
- Provide inclusive, high-quality, affordable learning opportunities to journalists, communicators, students, and professionals
- Foster innovation through AI, data, and storytelling tools while preserving the ethical core of journalism
- Build a strong community of lifelong learners committed to credible, impactful, and socially responsible communication

## Who We Serve

Our community includes:

- Practicing journalists and media professionals seeking upskilling
- Corporate communication, PR, brand, and public affairs professionals
- Faculty members, researchers, and Ph.D. scholars in journalism & mass communication
- MBA students and corporate executives preparing for leadership roles in communication
- Students and early-career aspirants aiming for careers in media, advertising, digital content, or corporate communication
- Freelance writers, content creators, and independent journalists

## Why Choose Newswriters.in?

- Faculty drawn from newsrooms, boardrooms, and academia
- Courses updated regularly to reflect current industry realities and emerging technologies
- Flexible online format designed for working professionals
- Strong focus on ethics, credibility, and social responsibility
- Proven track record of career advancement for alumni
- Affordable pricing with scholarship support for deserving candidates

## Get in Touch

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