



Empowering Media Minds, Shaping the Future

Presents

THE ART OF AUDIO STORYTELLING & PODCAST CREATION

16-Hour Online Course
Live Sessions via Zoom

May 10–17, 2026
06:30pm - 08:30pm (IST)

THE CONCEPT

This course introduces participants to the art and craft of audio storytelling and podcast creation, combining creativity with practical production skills. It explores how sound, voice, narrative, and design come together to create immersive listening experiences.

Structured as a hands-on learning journey, the programme takes participants from idea generation to production and distribution. By the end of the course, participants will be equipped to conceptualise, create, and present their own audio story or podcast pilot.

OBJECTIVES

- Develop a clear understanding of audio storytelling as a creative and communicative medium
- Build skills in voice, narration, and scriptwriting for audio formats
- Learn podcast formats, show design, and audience engagement strategies
- Gain familiarity with recording tools, editing techniques, and sound design
- Explore the role of AI and emerging technologies in audio production
- Create and present a pilot audio story or podcast

RELEVANT FOR

- Aspiring podcasters and audio storytellers
- Journalists and media professionals
- Educators and academic practitioners
- Digital content creators and marketers
- Corporate communication professionals
- Students and researchers in media and communication
- Anyone interested in storytelling through audio

COURSE OUTLINE

Introduction to Audio Storytelling & Podcasting – Understanding the medium, formats, and creative possibilities

The Power of Voice – Vocal techniques, delivery, and developing an authentic audio presence

Story Structure for Audio – Narrative arcs, hooks, and writing for the ear

Scriptwriting & Show Design – Crafting scripts, formats, and defining podcast identity

Interviewing for Audio – Asking the right questions and capturing compelling conversations

Podcast Formats & Branding – Show concepts, audience alignment, and content strategy

Recording Techniques & Equipment – Microphones, environments, and production basics

AI in Audio Production – Tools for research, scripting, and voice generation

Audio Editing & Sound Design – Editing workflows, music, ambience, and storytelling through sound

THE FACULTY



Prof. Subhash Dhuliya

Founder-Director & Editor, Newswriters.in

Prof. Subhash Dhuliya is a distinguished media academic and former Vice-Chancellor of Uttarakhand Open University, with over four decades of experience in journalism and media education. He has been professor at IGNOU, IIMC, and the Central University of Rajasthan.

He has worked with leading media organisations including The Times of India Group and Amrit Bazar Patrika Group, and has served as Editor of research journals at IIMC. He has led numerous national and international training programmes, including assignments with UNESCO, BBC, and Deutsche Welle, contributing significantly to journalism education and professional training.



Dr. Bakul Srimany

Course Director

Dr. Bakul Srimany is a media professional and academic with over a decade of experience across national and international media platforms. She holds a PhD in Digital Media and Science Communication, with research interests spanning digital communication, audio production, and multimedia storytelling. Her professional journey includes roles as an editor for leading online portals and as a programme producer across digital audio-visual platforms.

An accomplished audio storyteller, scriptwriter, and content creator, she brings extensive hands-on expertise in podcasting and narrative formats. Dr. Srimany has taught at several prestigious institutions in India and abroad, and her work in digital learning and multimedia innovation has earned multiple recognitions. She is currently a faculty member at Vijaygarh Jyotish Roy College and the University of Calcutta.



Indrani Chakrabarti

Consultant, Creative Director, Mirchi Bangla Podcasts

Indrani Chakrabarti is a seasoned creative director and content strategist with deep expertise in podcasting, radio broadcasting, and audio content development. With extensive experience in leading programming and managing creative teams, she has played a pivotal role in shaping engaging audio properties and innovative storytelling formats.

A pioneer in the field, she conceptualized and produced the first Bengali audiobook series on radio. Her work spans audio drama, music programming, brand campaigns, and large-scale events such as the Mirchi Music Awards. Passionate about mentoring emerging talent, she regularly conducts workshops and brings rich industry insight into audio storytelling and content creation.



Dr. Manas Pratim Das

Programme Producer & Content Creator, All India Radio

Dr. Manas Pratim Das is a veteran broadcaster with over three decades of experience at All India Radio (Akashvani). As a Programme Executive, he has led a wide range of productions, including radio plays, science programmes, live commentaries, sports broadcasts, quizzes, and podcasts, demonstrating exceptional versatility in audio formats.

An award-winning producer and prolific author of popular science books, he is also a sought-after speaker on science and society, having delivered lectures at over 250 institutions.

He is associated with several academic and professional bodies and is a Fellow of the West Bengal Academy of Science and Technology, bringing both depth and credibility to his work in audio communication.



Anwesh Bhattacharjya

Voice Artist & Actor

Anwesh Bhattacharjya is a multidisciplinary filmmaker and performer with over a decade of experience in direction, editing, cinematography, and acting. With roots in theatre, he approaches storytelling with a strong emphasis on emotional authenticity and performance, making his work both engaging and impactful.

A professional voice artist for over six years, he has contributed to audio plays, brand films, and commercial projects. His expertise extends to foley, sound design, and audio production for films and web series. This blend of performance and technical skill enables him to approach audio storytelling holistically, both in front of and behind the microphone.



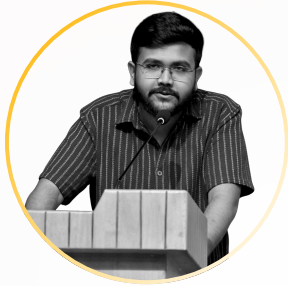
Anirban Bhattacharyya

Author, Scriptwriter, Director & Senior Assistant editor, Ei Samay

Anirban Bhattacharyya is a versatile media professional with over 15 years of experience in journalism, content creation, audio storytelling, acting, and writing. He currently serves as Senior Assistant Editor at Ei Samay (Times of India Group), heading the Sunday Supplement, Features, and Edit pages. Previously, he was Content Head of Ei Samay Gold podcast platform.

He began his career at Anandabazar Patrika in 2009 and joined TOI Group in 2012. An acclaimed audio director, his works for Spotify, Amazon Audible, and Radio Mirchi have won prestigious awards, including a New York Festivals Bronze for The Hound of the Baskervilles and Best Produced Fiction for The Adventures of Anilikha.

An accomplished actor with over 25 films, 15 web series, and numerous ads, he has also written screenplays, lyrics (one shortlisted for Oscar), and authored three books. He holds degrees in History from Presidency College and Ancient Indian History from Calcutta University. He is currently working on projects exploring the social and cultural history of cricket and football in India.

**Rohit Dey**

Screenwriter & Storyteller

Rohit Dey is a screenwriter and storyteller with a strong foundation in literature and theatre. A graduate in English Literature from the University of Calcutta, he began his career in theatre before transitioning into films, where he worked as an assistant and associate director on Bengali projects.

He later established himself as a screenwriter, gaining recognition as part of the creative duo Rohit-Soumya. Currently based in Mumbai, he works as a creative producer across films, podcasts, and digital platforms. His growing engagement with audio storytelling includes projects with leading platforms such as Mirchi Bangla and Spotify.



Ishika Chakroborty

Programme Producer & Editor

Ishika Chakroborty is an experienced audio production and editing professional with a strong background in scriptwriting and content structuring. With a focus on clarity and audience engagement, she specializes in transforming complex ideas into accessible and compelling audio narratives.

With over a decade of experience in the audio industry, she brings a nuanced understanding of storytelling through sound. Her approach is interactive and insight-driven, enabling her to create content that resonates with diverse audiences while also guiding effective communication practices in audio formats.



Adhidev Mukherjee

Content Head- Audio & Microdrama, Hoichoi FM & Sooper

Adhidev Mukherjee oversees content strategy for the Sooper app, focusing on vertical micro-dramas and audio stories along with Bangla audio series on hoichoi FM. With prior experience as Programming Head at 104.8 Ishq FM and Producer at Star India (Disney Star), he brings rich expertise in radio and digital media.

A graduate of St. Xavier's College, Kolkata (Mass Communication & Video Production), Adhidev has been recognized with multiple ACEF Global Customer Engagement Awards and E4M Golden Mikes for his acclaimed campaigns like "Ishq with Nusrat" and "Ishq Tolly Tales". He specializes in scaling multilingual audio content through creative strategy and technology integration.

LANGUAGE & DURATION

Live online sessions

- **Dates:** 10 – 17 May, 2026
- **Language:** Bilingual (English & Hindi)
- **Timings:** 06:30 PM – 08:30 PM (IST)

COURSE FEE

- **Standard Fee:** ₹1,800/-
- **Concessional Fee:** ₹1,600/- (For past participants, students, research scholars & BPL applicants)
- **International Fee:** USD 70

PAYMENT DETAILS

HDFC Bank

- **Account No.:** 50200061117703
- **IFSC Code:** HDFC0000043
- **Branch:** Saket, New Delhi – 110017

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ABOUT NEWSWRITERS.IN

Newswriters.in is a professional learning and training platform led by media academicians and industry experts, dedicated to strengthening skills in journalism, communication, advertising, public relations, and digital media. Focused on bridging the gap between academic learning and real newsroom practice, it offers hands-on, industry-oriented workshops and certificate courses that build practical competencies and future-ready media skills.

The platform has conducted specialized programmes on Storytelling & Narrative Writing, AI Tools for Media, Data Storytelling, Multimedia Content Production, SEO, Brand Building, Podcasting, Financial Journalism, and Corporate Communication—often in collaboration with leading universities, media institutions, and the Press Club of India.

Founded by Prof. Subhash Dhuliya, former Vice-Chancellor of UOU and professor at IGNOU, IIMC, and CURAJ. He has served in editorial roles with The Times Group and Amrit Bazar Patrika Group, and as Editor of Communicator and Sanchar Madhyam, the research journals of IIMC. Newswriters.in benefits from his extensive academic and newsroom experience.

Committed to empowering professionals, faculty and students for the evolving media landscape, Newswriters.in blends academic insight with real-world expertise.