

**LOYOLA COLLEGE**  
LAUNCHES CERTIFICATE PROGRAMME IN JOURNALISM  
IN PARTNERSHIP WITH  
TAMIL NADU SKILL DEVELOPMENT CORPORATION



Loyola College (Autonomous), Chennai, in partnership with the Tamil Nadu Skill Development Corporation, launched a six-month certificate programme in Applied Journalism (CAJ) on Tuesday, 10 January 2023.

This CAJ certificate program helps young aspirants to identify their passion and core strengths to specialise towards achieving excellence in the chosen sphere. One hundred students were selected through a rigorous process for this programme that is offered at no cost.

Inaugurating the course, Mr. N. Ram, Director, The Hindu Publishing Group, said, "Journalism's core tasks, which are relevant today more than ever, can be summarized as verification, sense-making, bearing witness, and investigation."



“In this six-month programme, you will learn and practise this. But you will also learn that journalism, while being a professional pursuit, is not value neutral. It is premised on such principles as truth-telling, freedom, and independence, fairness and justice, humaneness, and working in the public interest, for the social good,” added Mr. Ram in his special address to the students of the CAJ programme.



Rev. Fr. Dr. A. Thomas, Principal, Loyola College, motivated and directed the students saying, “This programme, with the inputs from professional working journalists, will make you extraordinary journalists. Dedicate yourself; transform yourself; enjoy and enrich yourself.” Addressing the students, Rev. Fr. Dr. B. Jeyaraj, Secretary, Loyola College, said, “This programme is designed to create journalists who will follow scientific methods to excel in their art. It will produce journalists with ethics.”

P. Elayaperumal, Programme Head, CAJ, presented an overview of the program in his welcome address. Prof. M. Malini, Director, Kaushal Kendra, Loyola College, introduced the eminent Chief Guest Mr. N. Ram, with his distinctions and contributions to Indian media. Rev. Fr. Dr. A. Irudayaraj, HoD, Department of Visual Communication, Loyola College delivered vote of thanks.

The inauguration was attended by two hundred students studying various courses under the School of Media Studies and the students of the CAJ program, Prof. Alex Parimalam, Academic Coach, Loyola College along with other faculty members of the college participated in the event.

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