



Maharaja Agrasen Institute of Management Studies
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Maharaja Agrasen Chowk, Sector 22, Rohini, Delhi – 110086, INDIA www.maims.ac.in

Date: 30th September, 2025

Podcasting: Tools & Techniques Report

Academic Year: 2025-26

Name of the Event: Podcasting: Tools & Techniques

Organizing Unit: Training and Placement Cell, Department of Journalism and Mass Communication along with Dronacharya Mentoring Board of MAIMS Alumni Association

Date of the Event: September 30, 2025

Time of the Event: 12:30 - 1:30 pm

Location: 9th Block, Room no. 977, 7th Floor

Number of Students participated: 90+

The Training and Placement Cell of the BA(JMC) Department at Maharaja Agrasen Institute of Management Studies, in collaboration with the Dronacharya Mentoring Board of the MAIMS Alumni Association, successfully hosted an insightful session on Podcasting: Tools and Techniques. The keynote speaker was Mr. Karan Arora, Founder of Big Step Ventures Pvt. Ltd. and a distinguished alumnus from the 2012–15 batch.

The event began with a warm introduction that set an enthusiastic tone for the afternoon. Mr. Arora then took the stage and shared his professional journey and current endeavors. His candid interaction with students, where he asked about their understanding of the media industry, immediately created an engaging and participative environment.

At the heart of the session was a presentation in which Mr. Arora outlined the key components of podcasting success. He explained the Three W's—What, Who, and Why—as the foundation of any podcast, stressing the importance of selecting the right niche, identifying the target audience, and clarifying the purpose or value proposition. He went on to highlight the significance of branding and consistency, noting that a strong and recognizable identity is essential to building trust and retaining listeners. Alongside this, he shared practical growth and promotion strategies, encouraging students to make use of social media and cross-promotion to expand their reach. Mr. Arora also described the Three C's of podcasting—Concept, Clarity, and Consistency—as the recipe for long-term success, and added a personal dimension through the Three Ns: Niyat (intent), Niyam (discipline), and Nishtha (dedication), which he defined as the values that sustain both professional and personal excellence.

The session also carried a nostalgic note as Mr. Arora fondly recalled his college memories, sharing anecdotes that resonated with the students and faculty alike. A photo session followed, celebrating the visit and his achievements. In a gesture of goodwill, Dr. Umesh C. Pathak, Head of the BA(JMC) Department, presented a sapling to Mr. Arora as a token of appreciation.

The event concluded with a heartfelt vote of thanks, acknowledging the speaker's invaluable insights and the collective effort of faculty, staff, and students. The session proved to be both practical and inspiring, leaving students motivated to explore podcasting with clarity, creativity, and dedication.



Mr. Karan Arora engaged with students, actively using a screen to showcase clips from his own podcasts and discussing practical podcasting tools and techniques.



A moment with the dignitaries: Mr. Karan Arora stands with Ms. Shifali Ahuja (Training Placement Officer) and Dr. Umesh C. Pathak (HOD, BA(JMC) Department) after the session.



Mr. Karan Arora presents his insights on "Growth & Promotion Strategies" for podcasts to an attentive audience of students and faculty during the interactive session.



Mr. Karan Arora is felicitated and presented with a sapling by Dr. Umesh C. Pathak (HOD BA(JMC) Department), joined by other esteemed faculty members of the department.