



KRISTU JAYANTI

(DEEMED TO BE UNIVERSITY)

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The Hindu 14 September, 2026

Kristu Jayanti hosts seventh Madhyam Samvedhan session

The Hindu Bureau
BENGALURU

The Department of Media Studies at Kristu Jayanti (Deemed to be University) hosted the seventh edition of its Madhyam Samvedhan Interactive Media Leadership Series, featuring Sridhar Aranala, Chief Sales and Distribution Officer of The Hindu Group, in a first-of-its-kind moderated dialogue format.

The programme was presided over by Fr. Anoop Kurian, Director, Extension Activities, on September 11, 2026, in the presence of Dr Gopakumar AV, Dean, School of Humanities & Social Sciences; Dr Aby Augustine, Head, Department of Media Studies; and Dr K. Nungshithoibi Singha, Event Coordinator.

Departing from the series' usual lecture-style presentations, this edition adopted a conversational format, allowing students to engage more directly with the speaker through a moderator-led discussion.

Drawing on his cross-sector experience spanning FMCG, telecommunications and print media, Aranala centred much of the discussion on the primacy of the consumer. He told students that media organisations must stay attuned to their audiences, stressing the need to deliver the right content at the right time, place, quantity and quality.

The conversation also revisited the newspaper industry's resilience during the COVID-19 pandemic, with Aranala noting that publications continued operating through the crisis.