A Guest Lecture on 4<sup>th</sup> October 2019 was organised for BA III year students on "Media: Importance, Challenges & Opportunities". Dr. Pawan Singh Malik, Assistant Professor, Makhanlal Chaturvedi National University of Journalism & Communication, Bhopal deliberated on the important issue of media, its role and challenges. He also provided important information on various job opportunities in this area. Students benefitted a lot and had a healthy interaction with the expert.