The university is located at a self contained campus at village Kathadih, Raipur. It is roughly 6 kms away from the Bhathagaon Raipur. The Airport is around 20 kms.

The present campus has office, well equipped classrooms, faculty rooms, library, Computer lab, Audio-Visual studio, Language lab and other necessary infrastructure. The objective of the University is to establish synthesis between the global concept of 'Global Village' and that of Indian philosophy of 'Vasudaiva Kutumvakam' and also to link the modern technological development with Indian values and traditions.

Devarshi Narada is considered as the first Communicator or Journalist of the country. An Ektara and Khadtal in the monogram symbolizes Devarshi Narada. In fact, messages are communicated in rural areas, even today, through Ektara and Khadtal. A disk in the monogram symbolises modern communication technology.

We want to develop this university an international centre which could put Chhattisgarh in an important place in the global Media scenario. This is the reason the map of only Chhattisgarh has been created on the globe. To remind Chhattisgarh's identity as 'Rice Bowl', the map of Chhattisgarh has been created using green paddy. The Sanskrit hymn in the mono has been taken from Rig Veda (richa 10/25/1). Through this hymn, stress has been given on the value based education in the University. Besides, the responsibility is also to prepare professionals who owe commitment and responsibility towards the nation. To prepare such professional, it is necessary that there is cleanliness in their soul, mind and knowledge. This is the reason, in this hymn it is prayed that " Oh God, fill our souls with auspicious deeds, and fill our intellect with pious thoughts."