



**IMS UNISON**  
UNIVERSITY

Nurturing Knowledge. Empowering Minds.

# ANNUAL REPORT

## 2023-2024



# CONTENTS

Sr. No.	Topic	Page No.
1.	Vice Chancellor's Desk	02-02
2.	Highlights of the Academic Year 2023-24	03-05
3.	The University	06-07
4.	The University Infrastructure	08-17
5.	Officers of the University	18-18
6.	The Board of Governors	19-30
7.	Meetings of University Authorities (Academic Year 2023-24)	31-31
8.	Schools of the University	32-50
9.	Admissions	51-51
10.	Faculty Research Publications	52-56
11.	University Publications	57-58
12.	Seminars/FDPs/Workshops/Guest Lectures/Webinars/Conferences/University Events and Social Responsibility	59-116
13.	School Ranking in India	117-118
14.	Campus Placement	119-120
15.	The Corporate Meet	121-121
16.	Memberships and Alliances	122-124

## VICE-CHANCELLOR'S DESK



It is with great pleasure that I present the Annual Report of IMS Unison University for the Academic Year 2023-24.

In alignment with our Vision “To be an eminent university shaping the future by nurturing knowledge and empowering minds,” the University has focused inwards to faculty development primarily on making meaningful contributions to society by empowering young minds. The University remains steadfast in its pursuit of these objectives.

The 7th Convocation of IMS Unison University, held on October 14, 2023, was a landmark occasion where 626 degrees were conferred, including thirteen Gold Medals and eight Doctor of Philosophy (PhD) degrees.

The Academic Year 2023-24 was a dynamic period for both students and faculty. A range of activities were organized, including guest lectures by esteemed academicians, industry experts, and bureaucrats, the Annual Sports Meet, and the Annual Cultural Fest—Lamhe. Additionally, the Schools and IQAC conducted several Faculty Development Programs throughout the year, details of which are included in this report.

The University also signed several Memoranda of Understanding with industry partners, enhancing internship and placement opportunities for our students.

Once again, it is my privilege to present the Annual Report for 2023-24, which highlights the significant achievements and activities of the University.

Dr. Anil Subbarao Paila  
Vice Chancellor  
IMS Unison University, Dehradun

## Highlights of the Academic Year 2023-24

Sr. No.	Salient Information	Nos.				
1.	Admission	PG-225	UG-326		Total- 551	
2.	Results	Program	Appeared		Pass Out	
		PG	301		294	
		UG	378		368	
		PhD	03		03	
3.	Research Contributions					
	(a) Publications	ABDC	SCOP US	UGC CARE	Others	Total
		21	16	09	03	49
	(b) University Publications	5				
4.	Placements	80%	Registrations			
	(a) Nos of companies visited	63	ABC (Students)		Vidwan (Faculty)	
	(b) Maximum salary	9.03 LPA	1887		86	
	(c) Average Salary	4.70 LPA	Library (Central & Law)			
5.	No of Co-curricular Activities	118	Book Titles		Volumes	
	(a) Arts & Craft	02	9,790		31,511	
	(b) Cultural	33	• 60 Leading Print Journals			
	(c) Literacy	15	Computer Labs			
	(d) Social	20	• 600 Latest Machines • Dell All in One Machines			
	(e) MOUs/Seminar/Conferences/Guest Lectures	48	University Clubs & Societies - 5			
6.	Key Accomplishments		Kalaship, Sanskriti, Abhivyakti, Sevarth & Sportivo			
	(a) 7 <sup>th</sup> Convocation	624 Degrees and 13 Gold Medal Awarded				
	(b) A MoU between Grand Mercure Dubai LLC and IMS Unison University has been signed on 01 June 2024.					



## HIGHLIGHTS OF THE ACADEMIC YEAR 2023-24

In the tenth year since the establishment of IMS Unison University, the academic year 2023-24 stood out as a momentous period, marked by a multitude of academic activities, events, and achievements. Guided by capable leadership, the University made significant strides towards attaining academic excellence.

Throughout the year, the University's Schools organized **National Seminars, Conferences, Faculty Development Programs, and Workshops**, with distinguished academicians and professionals contributing as resource persons. FDPs cater to 6 different focus areas including Pedagogical Skills, Curriculum development, Research skills, Technological Integration, Mentoring & leadership, and Professional Development.

These events garnered substantial participation from prominent academicians, industry experts, and students representing various other esteemed institutions. In addition to these congregations, the University's Schools also orchestrated a series of Webinars, Guest Sessions, and School-specific Internal Faculty Seminars. The Schools within the University additionally hosted diverse events, competitions, and contests that engaged over 300 student participants from esteemed institutions nationwide.

A remarkable milestone was reached with the **7th Convocation of IMS Unison University (IUU)**, held on November 19, 2022. This grand celebration witnessed the conferral of a total of 624 **degrees and 13 gold medals**. Notably, **six recipients** were honored with the Doctor of Philosophy (**Ph.D.**) **degree** for the first time, adding further prestige to the occasion.

The University's research journal, "Pragyaan," continued its successful journey of publication, featuring research papers contributed by both the University's faculty and researchers from eminent institutions.

In the realm of social responsibility and community engagement, the University's '**Sevaarth Club**' and various Schools (including the School of Management, School of Media & Communication Design, and School of Liberal Arts) organized Social Outreach and Social Awareness Programs. These initiatives were dedicated to the upliftment of the surrounding villages including Guniyal Gaon, Malsi, Johri Gaon, Bisht Gaon, Salan Goan, and Purukul Goan.

IMS Unison University took the initiative to observe World Environment Day on June 5, 2024, with the adoption of the theme for 2024: "**Land restoration, Desertification and Drought Resilience**".

The event aimed to inspire individuals to relinquish plastic usage, recognizing it as a source of environmental degradation.

Celebrated with great enthusiasm, the **9th International Yoga Day** was marked at IMS Unison University on June 21, 2024. Faculty and staff members participated enthusiastically in yoga asanas and meditation. Various Yoga Asanas, Pranayama, and Dhyan were demonstrated, elucidating the pivotal role of yoga in calming, and revitalizing the mind, body, and spirit.

The University's **Campus Placements achieved** significant successes, marked by a notable increase in the number of on-campus recruiters and higher salary offers. The recruiters' feedback regarding the students of the University was exceedingly positive and echoed in the substantial number of placement offers extended this year.

In alignment with the vision set forth by the National Education Policy (NEP) of 2020 and the University Grants Commission (UGC), the institution has undertaken significant initiatives to uphold the standards of academic excellence through programs like **ABC for Students** and **Vidwan for Faculty Members**.

Throughout the year, the University's Authorities convened **periodic meetings** to guide academic reviews, ensure progress, and facilitate efficient administrative operations. This endeavour played a pivotal role in enhancing the University's administrative and academic processes to a great

## THE UNIVERSITY



In 2013, IMS Unison University, a constituent of the Unison Group, is a premier educational and research University nestled amidst beautiful and serene surroundings offering an environment that fosters learning and stimulates creativity. It is established under Uttarakhand Act No.13 of 2013 and recognized by UGC under section 2(f) of UGC Act, 1956. The University is also a member of the Association of Indian Universities.

The University today serves as a platform for teaching, learning, and administration excellence. Its robust infrastructure supports all academic and administrative functions, ensuring the development of well-prepared undergraduate, graduate, and doctoral students to meet the workforce demands of the corporate sector. IMS Unison University aims to become a globally recognized center for knowledge creation and dissemination. It strives to provide a comprehensive, career-oriented education that fosters students' intellectual, moral, and physical growth while encouraging creativity and innovation through engaging project work.

The University has integrated several community outreach programs related to its academic offerings, such as Legal Aid Awareness Camps, Blood Donation Camps, generating environmental awareness, and several other activities. These qualities make IMS Unison University the perfect

environment for any eager young learner aiming to grow into a well-rounded professional and principled individual.

## **VISION**

To be an eminent university shaping the future by nurturing knowledge and empowering minds.

## **MISSION**

To provide quality higher education through a multi-disciplinary approach and promote research and innovation in all spheres of its activities and to serve the society.

(Vision & Mission of the University as per office order dated 13 May 2022.)



## THE UNIVERSITY INFRASTRUCTURE



### Theatre-style Classrooms

Theatre-style classrooms fitted with audio-visual aids encourage students to make presentations that better prepare them for corporate life ahead. The classrooms are equipped with LCD projectors, multimedia kits, computers, and wireless facilities. Numerous hi-tech tools, state-of-the-art infrastructure, and teaching aids ensure excellent academic and professional performance.

### Seminar Hall

The University has two Seminar Halls with capacity of 500 and 250 seats respectively. The seminar halls are equipped with computers, LCD Projectors, and PA Systems for achieving high-quality audio and visual effects. These are in high demand for conducting the activities of the University and are used for seminars, staff meetings, knowledge-sharing sessions, special assemblies, pre-placement talks, workshops, etc.

### Mass Communication Studio

The Mass Communication Studio is one of the best in the state. It hosts Five Labs: Print, Radio, Television, Digital Photography and Video Editing cum Computer Lab. The radio lab is equipped with the latest multi-track audio recording and editing applications. The print lab is loaded with the latest industry-oriented applications like Adobe



*Annual Report 2023-24*

Photoshop & Illustrator, CorelDRAW, and QuarkXPress. The Television, Radio and Digital Photography labs have the latest Panasonic, Sony, and Canon Cameras (Videography & Still Photography), Audio Systems, Editing Machine Software, Data Video Production System, TV and DVD Projection Systems. The Video Editing Lab is well equipped with Adobe Premier Suite, a complete package of video editing and production software.

## **Hospitality Management Laboratories**

The Hospitality Management Laboratories are equipped with leading-edge instruments. All labs are air-conditioned and equipped with a service lift. The Front Office lab is meticulously designed like a hotel lobby with training reception counters, bell desk, bellhop trolleys, and grooming sections. The Back Office Training Lab has state-of-the-art computer stations with pre-installed hotel training



software. The Training Kitchen labs are fully equipped and well-designed. The kitchen lab has a unique “Japanese Teppanyaki Grill.” The Advance Training Kitchen has workstations, hot plates, and ultra-modern food preparation equipment at par with deluxe star-category hotels. The Demonstration Studio is designed to carry out cookery demonstrations. The school has a tastefully

appointed Basic Training Restaurant with a mock Room Service section and an advanced training Restaurant with an extraordinary training bar and aesthetically designed buffet counter.

## **Conference Halls**

IMS Unison University features four well-equipped conference halls designed to accommodate a variety of conferences and meetings at different levels. These modern facilities are equipped with the latest audio-visual technology, ensuring that presentations and discussions run smoothly and effectively. The conference halls are versatile spaces that can be configured to suit both large gatherings and smaller, more intimate meetings. These venues are not only conducive to academic discussions but also serve as important platforms for industry collaborations, workshops, and seminars, fostering interaction between students, faculty, and professionals. By providing such facilities, IMS Unison University enhances its commitment to creating a vibrant learning environment where knowledge exchange and networking can thrive. This infrastructure supports the university’s goal of promoting research, innovation, and collaboration, making it an ideal setting for intellectual growth and professional development.

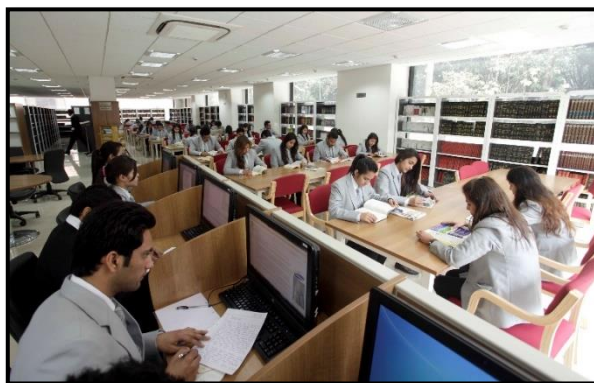
## University Library Resources

IMS Unison University's Learning Resource Centre (LRC) is the nerve center and the heart of the University. It plays a vital role in supporting, teaching, and learning activities and provides the main platform for individual faculty research. Constructed on modern lines, it is well-equipped with furniture & fittings and managed by a dedicated team of professionals. LRC helps faculty members to keep abreast with the latest developments in their area of activities. At the same time, the library is a source for students to receive information support for their course curriculum as well as for their personal development.

## Central Library and Law Library

The completely E-enabled library system has an automated interface. It allows students & researchers to locate and access information via a computerized search facility.

- Over 31,511 volumes and 9,790 titles in Management, Hotel, Liberal Arts, Media & Communication Design and Law.
- Over 40 leading print journals.
- Books and materials are issued by swiping the smart cards issued to students based on the latest bar-code technology.
- Subscription to online databases: SCC-Online, LexisNexis, and Hein Online.
- Library holds membership of DELNET, National Digital Library of India, Shodhganga and ShodhShudhi.
- Anti-plagiarism software Drillbit.



## Online Resources and Support by Library

IUU is a member of DELNET. The prime objective of DELNET is to promote resource-sharing



through the development of a network of libraries. It aims to collect, store and disseminate information, besides offering computerized services to users to coordinate efforts for suitable collection development and also to reduce unnecessary duplication wherever possible. Users can access millions of networked Library resources through DELNET which has over 4,01,18,276 Union catalogue of books available for loan, along with

Union List of Journals 62,778, Union Catalogue of 1,12,507 periodicals, Database of 11,24,250 articles, Database of 1,48,995 theses and dissertations, CD-ROM Database of 70,670 titles and Union List of 6,000 video and sound recordings.

HeinOnline Platinum is a premier online database containing more than 186 million pages and 287,000 titles of historical and government documents in a fully searchable, image-based format.



HeinOnline bridges an important research gap by providing comprehensive coverage from inception of more than 2,800 law-related periodicals. In addition to its vast collection of academic journals, HeinOnline contains the entire Congressional Record, Federal Register and Code of Federal Regulations, complete coverage of the U.S. Reports reaching back to 1754 and entire databases dedicated to treaties, constitutions, case law, world trials, classic treatises, international trade, foreign relations, U.S. Presidents and much more.



IUU is a Membership of INFLIBNET provides Shodh Shuddhi (DrillBit) detection plagiarism software checking is a fully-automatic machine learning text-recognition system made for detecting, preventing and handling plagiarism, no matter which language you are writing in. It facilitates our faculty members and research scholars to check for plagiarised material online. The students send their documents to their teachers by e-mail.



SCC Online Web Edition - Platinum Plus version are 450+ now. The Strength of the SCC Online lies in Published Information sourced under license from various Law Publishers with TruePrint which are Photocopies of the actual pages of respective Law Reports. SCC Online is a digital Law Library of over 10,000 volumes of published material and perhaps having the most extensive coverage of 25 Foreign Jurisdictions and 36 International Courts, we have ever growing coverage of Jurisdictions such as India, UK, Canada, US, South Africa, West Africa, Bangladesh, Pakistan, Sri Lanka, Malaysia and many more. We are constantly adding data, roughly 250,000 pages of information each month.





LexisNexis legal research database is comprehensive and provides access to more than 40,000 sources providing content (Cases, Legislation, Journals and Law Reviews, commentaries) from jurisdictions including India, United Kingdom, United States, Canada, Australia, Malaysia, Singapore, Hong Kong etc.

"Shodhganga" is the name coined to denote the digital repository of Indian Electronic Theses and Dissertations set up by the INFLIBNET Centre. The word "Shodh" originates from Sanskrit and stands for research and discovery. The "Ganga" is the holiest, largest, and longest of all rivers in the Indian subcontinent. The Ganga is the symbol of India's age-long culture and civilization, everchanging, ever-flowing, ever-loved, and revered by its people, and has held India's heart captive and drawn uncounted millions to her banks since the dawn of history. Shodhganga stands for the reservoir of Indian intellectual output stored in a repository hosted and maintained by the INFLIBNET Centre.



## Computer Laboratories



The computer laboratories boast of:

- Over 600 latest machines.
- DELL All-in-one machines.



- Microsoft Campus Agreement, Microsoft Office 365, Fedena ERP, Tally ERP, SPSS, AMOS, Words Worth English Language Lab Software, Adobe Creative Cloud, Sony Sound Forge, CorelDRAW, QuarkXPress, etc.
- High-speed Blade servers.
- CISCO/BROCADE/D-Link switches etc.
- Back-up by 100% power supply through online UPS.
- State-of-the-art Wi-Fi system running on wireless network.

## University Facilities at a Glance



Boy's Hostel Building



Girls' Hostel Building



Gym Facilities for Boys



Girl's Hostel



First Aid Centre



Gym Facilities at Girls' Hostel



Cafeteria



University Transport Facilities

## Transportation

IMS Unison University has a fleet of comfortable vehicles for the pick-up and drop-off of our students and staff across the city. Our transport fleet includes university buses, commercial vehicles and an ambulance fully fitted with emergency requirements.

## Well-equipped Infirmary

The campus houses a well-equipped infirmary geared to handle minor ailments with the support of a doctor and a trained nurse. It also functions as a Health Center and maintains a detailed medical record of all residents on campus. These records are useful during times of immediate medical attention or an emergency. Furthermore, an ambulance is always on standby for regular and emergency medical attention.

## Cafeteria

The cafeteria provides a variety of pre-packaged food items to the students and the staff of the University. Additionally, a mobile food station “Food Adda” serves delicious snacks, food and beverages including a variety of Indian, Chinese, and Italian food and refueling blends of coffee and tea in an al fresco atmosphere. Popular items like soft drinks, shakes, fruit juices, soups, and ice cream are the



major attractions. Hygiene and flavor are the primary concerns of all food preparations. Our campus features kiosks from Nestlé and Amul, providing students and staff with convenient access to a variety of snacks and beverages. These kiosks offer popular products from both brands, including dairy items, chocolates, ice creams, and other refreshments, catering to diverse tastes and

preferences. Having these kiosks on campus not only enhances the overall student experience but also promotes a vibrant social atmosphere.

## **Training and Placement Facilities**

The University's Training and Placement Department has a training hall for various presentations by recruiters and students as a part of their selection process. The department has a set of interview rooms and a group discussion room for facilitating various recruitment activities. There is also a lounge to address the comfort of the recruitment teams. The placement activities are also conducted in seminar halls of the University for smooth conduct of the pooled campus placement drives where students participate from across different Universities and Institutes.

## **Moot Court Hall**

The School of Law has a well-equipped Moot Court Hall with a seating capacity of 150. This facilitates the organization of Intra-University as well as National-level Moot Court Competitions.



## **Other Facilities**

The campus has recreational coffee and snack bar. The boys' hostel houses a Gymnasium for students. It is fully equipped for cardiovascular training as well as weight-lifting training. The gym is open to all hostel residents after classes and during break hours.

## University Clubs & Societies

The University is committed to the overall development and transformation of each student by providing various mandatory co-curricular activities in the form of clubs & societies. These student clubs are at the heart of student life at IUU. They are our social group on campus. The four clubs at the university weave kaleidoscopic activities for students to provide a holistic learning experience. The following Clubs and Societies have been constituted for such activities:

1. **KALASHILP (Art & Craft Club)** - The Kalashilp Club will give the students freedom in non-academic affairs. Thus, help them in a better realization of their potential, and talents and encourage students to express their thoughts, feelings, and creativity through the various visual art forms. The club will provide an opportunity for the students by arranging activities related to fine art, photography, cookery competitions, rangoli, poster competitions and other related activities.
2. **SANSKRITI (Cultural Club)** - The Sanskriti Club will provide the students with opportunities and facilitation in co-curricular activities. Thus, will encourage them to express their potential to enhance their teamwork and leadership skills by arranging cultural activities on dance, drama, music, SPIC MACAY and related activities.
3. **ABHIVYAKTI (Literary Club)** - The Abhivyakti Club will ensure that the students develop and nurture their literary skills by arranging literary activities related to editorial, media, quizzing, debating, essay writing, open mike, writing and related activities.
4. **SEVARTH (Social Responsibility and Community Engagement Club)** – The Sevarth Club aims to make students aware and empathize with the underprivileged and marginalized section of society for sustainable and inclusive development by conducting related activities.
5. **SPORTIVO (Sports & Games Committee)** - The Sports & Games Committee, named as “SPORTIVO” is constituted at IMS Unison University. Sportivo derived from the Italian word is a noun meaning sportsman. The Committee is a student-driven entity that aims at enhancing the interest of the participants in the field of sports and games and to achieve this committee organizes various competitions at the intra and inter-university levels.



# OFFICERS OF THE UNIVERSITY

- |                              |                             |
|------------------------------|-----------------------------|
| • President                  | - Mr. Amit Agarwal          |
| • Vice-Chancellor            | - Dr. Anil Subbarao Paila   |
| • Registrar                  | - Col. Pranav Kumar (Retd.) |
| • Controller of Examinations | - Prof. Amit Adlakha        |
| • Finance Officer            | - Ms. Sulbha Ghambir        |

## Governance

The University governance is conducted by way of the following statutory authorities:

- Board of Governors
- Board of Management
- Academic Council
- Finance Committee
- Board of Examinations
- Board of Research
- Boards of Studies

The President of the University heads the Board of Governors. The Vice-Chancellor of the University heads the Board of Management, Academic Council, Finance Committee, Board of Examination, and Board of Research. The respective Deans of Schools head the Boards of Studies.

The Officers of the University are the President, Vice-Chancellor, the Registrar, the Finance Officer, the Controller of Examinations, and the Deans of schools.

# THE BOARD OF GOVERNORS

Sr. No.	Name	Particulars
1.	Mr. Amit Agarwal, Chairman	The Educationist & Member Secretary, Unison Education Foundation
2.	Mr. Anuj Aggarwal, Co-Chairman	The Educationist & Vice-Chairman, Unison Education Foundation
3	Dr. Anil Subbarao Paila, Member Secretary	The Vice-Chancellor, IMS Unison University, Dehradun
4.	Prof. K Balooni	Director, Indian Institute of Management Kashipur, Uttarakhand
5.	Prof. Neelu Rohmetra	Former Director, Indian Institute of Management Sirmaur, Himanchal Pradesh
6.	Principal Secretary/ Secretary, Uttarakhand	Higher Education Department, Govt. of Uttarakhand
7.	Dr. G. Raghurama, Member	The Vice Chancellor, DIT University, Dehradun
8.	Dr. R. C. Goel, Member	The Educationist and Former Professor, IIT Roorkee
9.	Dr. L. K. Maheshwari, Member	Professor Emeritus & Advisor to Chancellor, BITS Pilani
10.	Dr. Shyamalendu Niyogi, Member	Former Director (Human Resources) Gas Authority of India Limited (GAIL)
11.	Dr. M. P. Jain, Member	The Educationist and former Chancellor, IMS Unison University
12.	Prof. D. K. Bandyopadhyay, Member	The Educationist and former Vice-Chancellor, IMS Unison University
13.	Mr. Vippan Chhibbar, Member	Director (Projects & Planning), Unison Education Foundation
14.	Mr. Vikramjit Singh, Member	President, Founder & CMD - Alivaa Hotels.

# THE BOARD OF MANAGEMENT

Sr. No.	Name	Particulars
1.	Dr. Anil Subbarao Paila	The Vice-Chancellor, IMS Unison University, Dehradun
2.	Principal Secretary/ Secretary, Uttarakhand	Higher Education Department, Govt. of Uttarakhand
3.	Mr. B. B. Pant, Member	Former Registrar, IMS Unison University
4.	Dr. P. S. Jaswal, Member	Vice-Chancellor, SRM University, Ghaziabad
5.	Dr. Rakesh Mohan Joshi, Member	Chairperson-Research, IIFT New Delhi
6.	Dr. Harish Chaudhary, Member	Professor, Department of Management Studies, IIT Delhi
7.	Dr. Usha Tandon, Member	Professor In-charge, Campus Law Centre, University of Delhi
8.	Mr. Vippan K. Chhibbar, Member	Director (Projects & Planning), IMS Society, Dehradun
9.	Dr. Rajeev Srivastava, Member	Professor, School of Management, IMS Unison University
10.	Dr. Vinay Rana, Member	Dean, School of Hospitality Management, IMS Unison University
11.	Dr. Amit Adlakha, Member	Controller of Examinations, IMS Unison University
12.	Dr. Ashish Verma, Member	Professor & Dean School of Law, IMS Unison University
13.	Col. Pranav Kumar, Non-Member Secretary	The Registrar, IMS Unison University

## THE ACADEMIC COUNCIL

Sr. No.	Designation	Name	Particulars
1.	Chairman	Dr. Anil Subbarao Paila	The Vice-Chancellor, IMS Unison University,
2.	Member	Dr. Rajeev Srivastava	Dean, Faculty of Management, IMS Unison University
3.	Member	Dr. Madhu Prabhakaran	Dean, Faculty of Liberal Arts, IMS Unison University
4.	Member	Dr. Vinay Rana	Dean, Faculty of Hospitality Management, IMS Unison University
5.	Member	Dr. Ashish Verma	Dean, Faculty of Law, IMS Unison University
6.	Member	Dr. Tripti Sharma	Associate Professor, School of Management, IMS Unison University
7.	Member	Dr. Parshuram Dangwal	Associate Professor, School of Management, IMS Unison University
8.	Member	Dr. Shah Alam	Associate Professor, School of Mass Communication, IMS Unison University
9.	Member	Dr. Pankaj Mishra	Assistant Professor, School of Management, IMS Unison University
10.	Member	Dr. Himanshu Mahobia	Assistant Professor, School of Management, IMS Unison University
11.	Member	Mr. Amit Tariyal	Assistant Professor, School of Hospitality Management, IMS Unison University
12.	Member	Dr. Shoaib Mohd.	Assistant Professor, School of Management, IMS Unison University
13.	Member	Dr. Shalini Saxena	Assistant Professor, School of Law, IMS Unison University
14.	Member	Dr. Surinder Kumar Yadawa	Assistant Professor, School of Liberal Arts, IMS Unison University
15.	Member	Prof. Madhu Vij	Professor, FMS Delhi University
16.	Member	Prof. Ansul Verma	Professor, SPJIMR Mumbai
17.	Member	Prof. Mrinalini Sah	Prof & PGP Chair, IMT Ghaziabad
18	Member	Prof. V. K. Ahuja	Vice Chancellor, National Law University and Judicial Academy, Assam

19.	Member	Prof. M. Afzal Wani	Chairman, Law Dept, I.P University, Delhi
20.	Member	Prof. Prashant Gupta	Professor, IIM Trichy
21.	Member	Dr. Santosh K. Patra	Professor, MICA, Ahmadabad
22.	Member	Prof. Ashish Dahiya	Prof. & Director, Institute of Hotel & Tourism Management, MD University, Rohtak
23.	Member	Justice Rajesh Tandon	Member, Uttarakhand Human Rights Commission
24.	Member	Dr. K. M. Baharul Islam	Dean Academics, IIM Kashipur
25.	Member	Dr. Madhukar Upadhyay	Former Editor, Press Trust of India
26.	Member	Prof. Deepak Tandon	Professor, IMI Delhi
27.	Non-Member	Dr. Amit Adlakha	Controller of Examinations, IMS Unison University
28.	Non-Member	Mr. Ajay Sharma	Librarian, IMS Unison University
29.	Non-Member Secretary	Col. Pranav Kumar (Retd.)	Registrar, IMS Unison University



## THE FINANCE COMMITTEE

Sr. No.	Name	Particulars
1.	Dr. Anil Subbarao Paila, Chairman	The Vice-Chancellor, IMS Unison University
2.	Principal Secretary/ Secretary	Higher Education Department, Govt. of Uttarakhand
3.	Mr. Vippan K. Chhibbar, Member	Director (Projects & Planning), IMS Society, Dehradun
4.	Mr. Sanjeev K. Agarwal, Member	Director (FAP), IMS Society
5.	Dr. Amit Adlakha, Member	Professor, School of Management, IMS Unison University
6.	Col. Pranav Kumar (Retd.), Member	Registrar, IMS Unison University
7.	Ms. Sulbha Ghambir, Member Secretary	Finance Officer, IMS Unison University

# THE BOARD OF EXAMINATIONS

Sr. No.	Name	Particulars
1.	Dr. Anil Subbarao Paila, Chairman	The Vice-Chancellor, IMS Unison University, Dehradun
2.	Dr. Rajeev Srivastava, Member	Dean, School of Management, IMS Unison University
3.	Dr. Vinay Rana, Member	Dean, School of Hospitality Management, IMS Unison University
4.	Dr. Madhu Prabhakaran, Member	Dean, School of Liberal Arts, IMS Unison University
5.	Dr. Ashish Verma, Member	Dean, School of Law, IMS Unison University
6.	Dr. Tripti Sharma, Member	Associate Professor, School of Management, IMS Unison University
7.	Dr. P.G. Dangwal, Member	Associate Professor, School of Management, IMS Unison University
8.	Col. Pranav Kumar (Retd.), Member	The Registrar, IMS Unison University,
9.	Dr. Amit Adlakha, Member Secretary	Controller of Examinations, IMS Unison University

## THE BOARD OF RESEARCH

Sr. No.	Name	Particulars
1.	Dr. Anil Subbarao Paila, Chairman	The Vice-Chancellor, IMS Unison University
2.	Dr. Rajeev Srivastava, Member	Dean, School of Management, IMS Unison University
3.	Dr. Vinay Rana, Member	Dean, School of Hospitality Management, IMS Unison University
4.	Dr. Madhu Prabhakaran, Member	Dean, School of Liberal Arts, IMS Unison University
5.	Dr. Ashish Verma, Member	Dean, School of Law, IMS Unison University
6.	Dr. Amit Adlakha, Member	Controller of Examinations, IMS Unison University
7.	Dr. Shah Alam, Member	Associate Professor, School of Mass Communication
8.	Dr. Shoaib Mohd, Member	Assistant Professor, School of Liberal Arts
9.	Dr. Amit Tariyal, Member	Assistant Professor (Senior Scale), School of Hospitality Management
10.	Dr. Rai Ganguli, Member	Assistant Professor (Senior Scale), School of Liberal Arts
11.	Dr. Tripti Sharma, Member	University Co-Ordinator-Research & Research Publications

## THE BOARD OF STUDIES - SCHOOL OF MANAGEMENT

Sr. No.	Name	Particulars
1.	Dr. Rajeev Srivastava, Chairman	Dean, School of Management, IMS Unison University
2.	Dr. Amit Adlakha, Member	Professor, School of Management, IMS Unison University
3.	Dr. Vinay Rana, Member	Professor, School of Hospitality Management, IMS Unison University
4.	Dr. Tripti Sharma, Member	Associate Professor, School of Management, IMS Unison University
5.	Dr. P.G. Dangwal, Member	Associate Professor, School of Management, IMS Unison University
6.	Dr. Pankaj Mishra, Member	Assistant Professor, School of Management, IMS Unison University
7.	Dr. Himanshu Mahobia, Member	Assistant Professor, School of Management, IMS Unison University
8.	Dr. Ashish Verma, Member	Professor & Dean, School of Law, IMS Unison University
9.	Dr. Madhu Prabakaran, Member	Professor & Dean, School of Liberal Arts, IMS Unison University
10.	Dr. Ashish Kumar, Member	Associate Professor, IIM Kashipur
11.	Dr. R. K. Padhy, Member	Associate Professor, IIM Kashipur
12.	Dr. Gajendra Singh, Member	Associate Professor, Doon University, Dehradun
13.	Dr. Vijita Aggarwal, Member	Professor, School of Management Marketing and IB, Indraprastha University
14.	Col. Pranav Kumar (Retd.), Non-member Secretary	Registrar, IMS Unison University

## THE BOARD OF STUDIES-SCHOOL OF LAW

Sr. No.	Name	Particulars
1.	Dr. Ashish Verma, Chairman	Dean, School of Law, IMS Unison University
2.	Dr. Rajeev Srivastava, Member	Professor & Dean, School of Management, IMS Unison University
3.	Dr. Vinay Rana, Member	Professor, School of Hospitality Management, IMS Unison University
4.	Dr. Shoaib Mohammad, Member	Assistant Professor, Senior Scale School of Law, IMS Unison University
5.	Ms. Shalini Saxena, Member	Assistant Professor, School of Law, IMS Unison University
6.	Dr. Arti Sharma, Member	Assistant Professor, School of Law, IMS Unison University
7.	Mr. Ramendra Pratap Singh	Assistant Professor, School of Law, IMS Unison University
8.	Dr. Madhu Prabhakaran, Member	Professor & Dean, School of School of Liberal Arts, IMS Unison University
9.	Dr. Priyanka Chopra, Member	Assistant Professor, School of Management, IMS Unison University
10.	Mr. Chanchal Kumar Singh, Member	Director, Centre for Comparative Public Law-NLU Shimla
11.	Prof. K.P.S. Mahalwar, Member	Professor, National Law University, New Delhi
12.	Prof. Anand Pawar, Member	Professor, National Law University, Patiala
13.	Prof. K. A. Pandey, Member	Professor, National Law University, Lucknow
14.	Col. Pranav Kumar (Retd.), Non-member Secretary	Registrar, IMS Unison University



## THE BOARD OF STUDIES - SCHOOL OF MASS COMMUNICATION

Sr No	Name	Particulars
1.	Dr. Madhu Prabhakaran, Member, Chairman	Dean, School of Mass Communication, IMS Unison University
2.	Dr. Rajeev Srivastava, Member	Professor, School of Management, IMS Unison University
3.	Dr. Shah Alam, Member	Associate Professor, School of SOMC, IMS Unison University
4.	Dr. Purnima Kumari Oraon, Member	Assistant Professor, School of SOMC, IMS Unison University
5.	Dr. Afaq Haider, Member	Assistant Professor, School of SOMC, IMS Unison University
6.	Dr. Anwesha Sen Majumdar, Member	Assistant Professor, School of SOMC, IMS Unison University
7.	Dr. Vinay Rana, Member	Professor & Dean, School of Hospitality Management, IMS Unison University
8.	Dr. Ashish Verma, Member	Professor & Dean, School of Law, IMS Unison University
9.	Dr. Raghavendra Mishra, Member	Professor & HOD, Department of Journalism and Mass Communication, Indira Gandhi National Tribal University, Amarkantak, Distt-Anuppur, Madhya Pradesh
10.	Dr. Harjinder Walia, Member	Former Head, Dept. of Journalism and Media Centre, Punjabi University, Patiala, Punjab
11.	Mr. Kushlanand Kothiyal, Member	Editor, Dainik Jagran, Uttarakhand
12.	Mr. Himanshu Shekhar, Member	Editor - Government Affairs, NDTV, New Delhi
13.	Col. Pranav Kumar (Retd.), Non-member Secretary	Registrar, IMS Unison University

## THE BOARD OF STUDIES - SCHOOL OF HOSPITALITY MANAGEMENT

Sr. No.	Name	Particulars
1.	Dr. Vinay Rana, Chairman	Dean, School of Hospitality Management, IMS Unison University
2.	Dr. Amit Adlakha, Member	Professor, School of Management, IMS Unison University
3.	Dr. Rajeev Srivastava, Member	Professor, School of Management, IMS Unison University
4.	Dr. Amit Tariyal, Member	Assistant Professor, School of Hospitality Management, IMS Unison University
5.	Dr. Abhay Chamoli, Member	Assistant Professor, School of Hospitality Management, IMS Unison University
6.	Mr. Devashish Pandey, Member	Assistant Professor, School of Hospitality Management, IMS Unison University
7.	Mr. Sumit Pratap, Member	Assistant Professor, School of Hospitality Management
8.	Dr. Madhu Prabhakaran, Member	Professor & Dean, School of Liberal Arts, IMS Unison University
9.	Dr. Himanshu Mahobia, Member	Assistant Professor -Selection Grade, School of Management, IMS Unison University
10.	Dr. Jagdeep Khanna, Member	Principal IHM, Dehradun
11.	Dr. Yashpal Singh Negi, Member	Director SIHMCT, New Tehri
12.	Chef Tanuj Nayyar, Member	Executive Chef, Hotel JP Residency Manor, Mussoorie
13.	Mr. Pramod Chamoli, Member	Comptroller, Raj Bhawan, Uttarakhand
14.	Col. Pranav Kumar (Retd.), Non-member Secretary	Registrar, IMS Unison University

## THE BOARD OF STUDIES - SCHOOL OF LIBERAL ARTS

Sr. No.	Name	Particulars
1.	Dr. Madhu Prabhakaran, Chairman	Dean, School of Liberal Arts, IMS Unison University
2.	Dr. Vinay Rana, Member	Dean, School of Hospitality Management, IMS Unison University
3.	Dr. Amit Adlakha, Member	Professor, School of Management, IMS Unison University
4.	Dr Abhishek Juneja, Member	Assistant Professor, School of Liberal Arts, IMS Unison University
5.	Dr. Surendra Kumar Yadawa, Member	Assistant Professor, School of Liberal Arts, IMS Unison University
6.	Ms. Ram Prakash, Member	Assistant Professor, School of Liberal Arts, IMS Unison University
7.	Dr. Neha Goyal, Member	Assistant Professor, School of Liberal Arts, IMS Unison University
8.	Dr. Ashish Verma, Member	Professor & Dean, School of Law, IMS Unison University
9.	Dr. Shah Alam, Member	Associate Professor, School of Mass Communication, IMS Unison University
10.	Prof. Baharul Islam, Member	Professor & Dean, Academics, IIM Kashipur
11.	Prof. Renu Rastogi, Member	Professor-HSS, IIT Roorkee
12.	Prof. Jai Shankar Jha, Member	Professor, Department of English, Banaras Hindu University
13.	Dr. Jaiwanti Dimri, Member	Former Professor Dept. of English, H. P. University
14.	Col. Pranav Kumar (Retd.), Non-member Secretary	Registrar, IMS Unison University

# MEETINGS OF UNIVERSITY AUTHORITIES (Academic Year 2023-24)

Sr. No.	Authority	Meeting held on
1.	Board of Governors	12 <sup>th</sup> October 2023 and 11 <sup>th</sup> May 2024
2.	Board of Management	27 <sup>th</sup> July 2023 and 22 <sup>nd</sup> April 2024
3.	Academic Council	25 <sup>th</sup> September 2023 and 15 <sup>th</sup> April 2024
4.	Finance Committee	8 <sup>th</sup> April 2024
5.	Board of Examinations	22 <sup>nd</sup> August 2023 and 2 <sup>nd</sup> April 2024
6.	Board of Research	08 <sup>th</sup> July 2023 and 16 <sup>th</sup> December 2023
7.	Board of Studies (SoM)	6 <sup>th</sup> April 2024
8.	Board of Studies (SoL)	03 July 2023 and 8 <sup>th</sup> April 2024
9.	Board of Studies (SoMC)	08 July 2023 and 04 <sup>th</sup> April 2024
10.	Board of Studies (SoLA)	06 July 2023 and 9 <sup>th</sup> April 2024
11.	Board of Studies (SoHM)	05 July 2023 and 16 <sup>th</sup> January 2024

## School of Management



School of Management is committed to the advancement of Management Education, Research, Training and Consultancy. School of Management has been working with industry and academia to develop new domains of managerial thought and education and contributing to building leaders in today's global business environment.

### **It offers the following programs:**

- Ph.D. in Management
- MBA: Master of Business Administration (2-Year Full-Time Program)
- BBA: Bachelor of Business Administration (3-Years Full-Time Program)
- B. Com: Bachelor of Commerce (Honors) (3-Year Full Time Program)

The school takes pride in its professional and highly qualified faculty and modern infrastructure in all the relevant fields of General Management, Human Resources, Finance, Operations, Marketing, Digital Marketing, Information Technology, Economics, Business Analytics, Entrepreneurship, and International Business.

### **The Ph.D. (Doctor of Philosophy) Program**

The Ph.D. program of the University in Management discipline is rigorous, multidisciplinary, and broad in scope. This Doctor of Philosophy program is targeted at research scholars, members of the teaching fraternity in Universities and Institutions of higher learning, and professionals from private and public sectors. The intensity of the program demands energy and zeal in the pursuit of greater insight into the chosen topic and a willingness to master all essential components of academic research.



It covers doctoral research in a variety of business-related areas such as Accounting and Management, Business Economics, Marketing, Finance, HR and Organizational Behavior, Information Technology, Innovation and Technology Management, Technology & Operations Management, International Trade and Trade Policy Issues (including WTO) and Logistics and Supply Chain Management. The main objective of the PhD Program is to promote higher learning and advance research in areas relating to Management and allied disciplines.

All the candidates registered for Ph.D. program need to complete the pre-Ph.D. coursework.

### **MBA: Master of Business Administration (2-Year Full Time Program)**

The Master of Business Administration program offered by the University is a two-year degree program. It prepares students with skills, knowledge, and strategic perspectives essential to the leadership of business anywhere in the world. It is designed to provide strong functional skills and the ability to apply, adapt, and integrate those skills in different management settings. It is designed to help students get equipped with a range of analytical, strategic, leadership, and business skills that help them operate successfully in the corporate environment. The program offers ample choice of Dual specializations in any two selected areas such as Marketing, Finance, Human Resource Management, International Business, Entrepreneurship, Retail Management, logistics and Supply Chain Management, Information Technology, Business Analytics & Operations Management. The objective of the program is to help the participants develop managerial skills to face the challenges of a globalized world, develop them as business leaders and provide them the promotional avenues and skills to effectively manage their professional portfolios.

### **The salient features of the program include:**

- ✓ Regular Guest Lectures by renowned speakers from across the globe.
- ✓ Regular local Educational Excursions & Industrial visits.
- ✓ Choice of International / National Industrial Tour as an integral part of the program.
- ✓ International linkages for faculty/student exchange programs as well as research and development.
- ✓ Regular Personality Development Programs and Workshops by leading corporate trainers.
- Unique Corporate Resource Centre to facilitate decent placements.
- ✓ Industry Interface with reputed industry associations such as CII YI, PhD Chamber of Commerce and Industry, Industrial Association of Uttarakhand (IAU), and Indian Institute of Entrepreneurship (IIE) to keep abreast with the changing skill requirements in the corporate

sector.

- ✓ 100% Placement support.

### **BBA: Bachelor of Business Administration(3-Year Full-Time Program)**

Bachelor of Business Administration (BBA) is a three-year full-time program designed to set the foundation for future managers. It equips the students with a range of analytical, strategic, leadership, and business skills. During the first two years of the program, the students are given an overview of business strategies, analytical tools, accounting, and financial management. In the third year, the students are allowed to choose their areas of specialization, and they are required to do live projects in alliance with industry and under the guidance of their project mentors. The program offers ample choice of Dual specialization in areas such as Marketing, Finance, HRM, Entrepreneurship and Family Business, Business Analytics, and Digital Marketing.

### **Bachelor of Commerce (Honors) (3-Year Full Time Program)**

The Bachelor of Commerce (Honors) is a three-year full-time program designed to equip students with management skills and build proficiency in areas relating to commerce and industry. It is a career-oriented degree program that provides a foundation in all aspects of commerce and business trade. It helps prepare graduates for a wide range of careers in the business world. The program is designed to provide the student with a wide range of managerial skills while at the same time building competency in various areas of the industry such as in the field of finance and accounting, business development, banking, management consulting, economic analysis, financial planning, government administration, and portfolio management in various sectors.

## Faculty - School of Management

Sr. No.	Name	Designation
1	Dr. Rajeev Srivastava	Professor & Dean - SoM
2	Dr. Amit Adlakha	Professor
3	Dr. Parshuram Dangwal	Associate Professor
4	Dr. Tripti Sharma	Associate Professor
5	Dr. Himanshu Mahobia	Assistant Professor - Selection Grade
6	Dr. Pankaj Misra	Assistant Professor - Selection Grade
7	Dr. Gaurav Chopra	Assistant Professor - Selection Grade
8	Dr. Garima Saxena	Assistant Professor - Selection Grade
9	Dr. Tanuja Gour	Assistant Professor - Selection Grade
10	Dr. Vandana Singh	Assistant Professor - Selection Grade
11	Dr. Priyanka Chopra	Assistant Professor - Senior Scale
12	Dr. Sneha Badola	Assistant Professor - Senior Scale
13	Dr. Ankita Dwivedi	Assistant Professor- Senior Scale
14	Dr. Pratibha Rai	Assistant Professor- Senior Scale
15	Dr. Nishant Dublish	Assistant Professor - Senior Scale
16	Dr. Imran Ahmad	Assistant Professor- Senior Scale
17	Dr. Ankit Srivastava	Assistant Professor - Senior Scale
18	Dr. Saurabh Singh	Assistant Professor - Senior Scale
19	Dr. Vibha Pundir	Assistant Professor - Senior Scale
20	Dr. Arpna Ratnakar	Assistant Professor - Senior Scale
21	Dr. Jagriti Jaiswal	Assistant Professor - Senior Scale
22	Dr. Kaifi Azam	Assistant Professor - Senior Scale
23	Dr. Priyanka Gosain	Assistant Professor - Senior Scale
24	Dr. Ayushi Gaur	Assistant Professor - Senior Scale
25	Dr. Kriti Agrawal	Assistant Professor - Senior Scale
26	Dr. Sujeet Kumar	Assistant Professor - Senior Scale
27	Mr. Vishok Kumar Singh	Assistant Professor
28	Mr. Vijay Kumar Sharma	Assistant Professor
29	Ms. Shailee Parmar	Assistant Professor
30	Ms. Ziya Batul Rizvi	Assistant Professor
31	Mr. Nishant Chaturvedi	Assistant Professor
32	Mr. Shubham Gupta	Assistant Professor
33	Ms. Tapasi Mohanty	Assistant Professor

## **Student Enrollment in School of Management (2023-24)**

Name of Course	Number of Students
Ph.D.	-
MBA	187
BBA	148
B. Com. (Hons.)	20

## School of Law



The School of Law is making rapid advancements in standards of legal education and raising research by revamping courses, empowering faculty training, and organizing national and international events such as moot courts, conferences, workshops, events like quizzes, debates, eloquence, competitive essay competition, legal aid clinics, legal literacy camps and many more.

The School of Law runs the following programs:

- Doctor of Philosophy in Law (Ph.D.- Law)
- LL.M. (Master of Laws)
- BA. LL.B. (Hons) (5-Year Program)
- BBA. LL.B. (Hons) (5-Year Program)

### **The Ph.D. (Doctor of Philosophy) Program**

The Ph.D. program in Law is rigorous, multidisciplinary, and broad in scope. This Doctor of Philosophy program is targeted at research scholars, members of the teaching fraternity from Universities and Institutions of higher learning, and professionals from private and public sectors. The intensity of the program demands energy and zeal in the pursuit of greater insights into the chosen topic and a willingness to master all the essential components of academic research. It covers doctoral research in a variety of law-related areas such as Space Law, Criminal law, Environment Law, Intellectual Property Rights, Cyber Law, and Property Rights.

The main objective of the Ph.D. Program is to promote higher learning and advanced research in areas relating to Law and allied disciplines. IMS Unison University is committed to providing an

extensive learning and research environment for the doctoral program in Law.

All candidates registered for PhD program need to complete the pre-PhD coursework. The research progress of the candidates is monitored by qualified research supervisors, and by the Departmental Research Committee and Research Degree Committee of the University. The doctoral thesis can be submitted after a minimum period of two years of registration.

### **LL.M. (1-Year Program)**

The LL.M. program offered by the University is a one-year program spread over three trimesters. It empowers the students with skills and knowledge in the field of law. It is designed to provide extensive knowledge to the students to enable them to face global challenges and to serve the present needs of the legal world. The program offers specialization in the following areas:

1. Constitutional & Administrative Law
2. Criminal and Security Law
3. Corporate and Commercial Law
4. International & Comparative Law
5. Family and Social Security Law
6. Intellectual Property Law

### **BA. LLB (Hons): Bachelor of Arts & Bachelor of Laws (5-Year Program)**

The BA. LLB (Hons) Program offered by the University is a five-year Integrated Program spread over ten semesters. It empowers students with skills and knowledge in the field of law to play a leading role in various disciplines anywhere in the world. It is designed to provide the overall development of a student to face global challenges. Subjects like computer applications and a foreign language have also been covered in the program. Students are sent to various legal organizations for Internships. The program offers specialization in the following areas:

1. Constitutional Law
2. Criminal Law
3. Intellectual Property Law
4. Business & Corporate Law
5. International Trade and Investment Law



## **BBA. LL. B (Hons): Bachelor of Business Administration & Bachelor of Laws (5-Year Program)**

BBA. LL. B (Hons) Program offered by the University is a five-year Integrated Program spread over ten semesters. It empowers students with skills and knowledge in the field of law to play a lead role in various disciplines anywhere in the world. It is designed to provide the overall development of a student to face global challenges. Computer applications and a foreign language have also been covered in the program. For practical exposure, the students are sent for internships at various legal organizations. The program offers specialization in the following areas:

1. Constitutional Law
2. Criminal Law
3. Intellectual Property Law
4. Business & Corporate Law
5. International Trade and Investment Law

### **Faculty - School of Law**

<b>Sr. No.</b>	<b>Name</b>	<b>Designation</b>
1.	Dr. Ashish Verma	Professor & Dean - SoL
2.	Dr. Shalini Saxena	Assistant Professor- Selection Grade
3.	Dr. Shoaib Mohammad	Assistant Professor - Selection Grade
4.	Dr. Arti Sharma	Assistant Professor- Senior Scale
5.	Dr. Satish Kumar Mishra	Assistant Professor- Senior Scale
6.	Dr. Padmini Khan	Assistant Professor- Senior Scale
7.	Dr. Akshaya Saroha	Assistant Professor - Senior Scale
8.	Dr. Priyanka Gosain	Assistant Professor- Senior Scale
9.	Dr. Kriti Agrawal	Assistant Professor- Senior Scale
10.	Dr. Imran Ahmad	Assistant Professor- Senior Scale
11.	Mr. Anupam Upreti	Assistant Professor

12.	Mr. Kshitij Kumar Rai	Assistant Professor
13.	Ms. Aishwarya Maheshwari	Assistant Professor
14.	Mr. Anurag Sharma	Assistant Professor
15.	Mr. Yashvardhan Krishna	Assistant Professor
16.	Mr. Ramendra Pratap Singh	Assistant Professor
17.	Mr. Rajiv Kumar	Assistant Professor
18.	Mr. Lucky Sharma	Assistant Professor

### **Student Enrollment in School of Law (2023-24)**

Name of Course	Number of Students
Ph.D.	-
LL.M.	09
BA. LL. B (Hons.)	38
BBA. LL B (Hons.)	19

## School of Mass Communication



The School of Mass Communication has earned an excellent reputation for successfully delivering teaching and practical training. Mass Communication stands as an attractive career prospect to the youth of today. Mass Communication Design is the study of media and communication design which includes Print Media, Radio, Television, Digital Media, Digital Photography, Film, Advertising & Public Relations, Graphic Design, Video Film Design & Animation Film Design, etc. and now it has become one of the fastest growing sectors. Today, the media plays a very important role in every individual's life. Since we are living in the age of information, everybody wants information constantly without missing a single moment.

Our mission is to educate the students in a broad range of media skills and concepts involving the gathering, editing, and presentation of information and prepare them for a career in different areas of media and communication design. The teaching pedagogy provides the students with insight into the deeper aspects of mass communication. The current applied knowledge & techniques are effectively used in our teaching process.

To fulfill our objectives, we have a well-equipped Print Media & Graphic Design Lab, Radio Lab, Television Studio, Digital Photography Lab, and Audio-Video Editing Lab with high-end gadgets and software that are used by the media industry around the world.

We provide our students with excellent career guidance and placement opportunities. The objective of the School of Mass Communication is to fulfill the aspirations and expectations of our media students. Those who are ambitious to satisfy their desire to gain sound media knowledge to become better media persons would find School of Mass Communication the right

place to pursue their media studies and build their professional careers.

### **The School of Mass Communication endeavors to:**

- Equip the students with the basic skills necessary to excel in the field of Mass Communication.
- Groom the students towards building a strong foundation in the field of print, radio, television media, digital Media, Photography, Advertising & PR, Graphic Design, Video Film Design & Animation Film Design.
- Educate and train creative talent for the media with high professional standards.
- Expose the students to recent developments in media issues and media research.

### **School of Mass Communication runs the following programs:**

- Ph.D. in Journalism and Mass Communication
- Master of Arts (Media & Communication Design) -2-Year Program
- Integrated MA. (Media & Communication Design) - 5-Year Program
- BA. (Hons.) (Media & Communication Design) – 4-Year Program

### **The PhD (Doctor of Philosophy) Program**

The Ph.D. Program in Mass Communication offered by the University is rigorous, multi-disciplinary, and broad in scope. This Doctor of Philosophy program is targeted at research scholars, members of the teaching fraternity in universities and institutions of higher learning, and professionals from the private and public sectors.

The intensity of the program demands energy and zeal in the pursuit of greater insights into the chosen topic and a willingness to master all essential components of academic research. It covers doctoral research in a variety of Media & Communication design-related areas such as media communication, political communication, and contemporary journalism studies. The main objective of the Ph.D. program is to promote higher learning and advanced research in areas related to Journalism and Media & Communication Design and allied disciplines. The Ph.D. program (both full-time and part-time) has mandatory coursework requirements to be completed before final registration for the Ph.D. thesis work.

## **Master of Arts (Media & Communication Design) MA (M&CD), 2-Year Degree Program**



The MA. (M&CD) program offered by the University is a two-year program spread over four semesters which in addition to providing the skill component attempts to provide the students with a deeper and broader understanding of Journalism, Media & Communication Design. The MA.

(M&CD) program comprises specializations in specific media spheres like Print Journalism, Television Journalism, and Radio Journalism. The purpose of specialization is to create skilled and competent media professionals who can serve the media profession. The program ensures that the student gains key skill sets, advanced disciplinary knowledge, and the attitudinal orientation for media studies and practice. Internships, live projects, field visits, workshops, etc. ensure the widening of the students' horizons.

## **Integrated MA. (Media & Communication Design), 5-Year Degree Program**

The Integrated MA. (M&CD) program offered by the University is a five-year program spread over six semesters. It prepares students with the skills, knowledge, and strategic perspectives essential to leadership in media anywhere in the world. It is designed to provide strong functional skills and the ability to apply, adapt, and integrate those skills in different media settings.

The program allows the students to excel in Print Journalism, Radio Journalism, Television Journalism, Creative Writing, Public Relations, Event Management, Corporate Communication, Photojournalism and Advertising.

This provides a broad foundation of skills and knowledge in diverse functional areas apart from providing the option to specialize in various functional disciplines in journalism. Students are also required to undergo an internship program in the media industry.

## **BA. (Hons.) (Media & Communication Design), 4-Year Degree Program**

The BA (Hons.) (M&CD) program offered by the University is a four-year program spread over eight semesters. It prepares students with the skills, knowledge, and strategic perspectives essential to leadership in media anywhere in the world. It is designed to provide strong functional skills and the ability to apply, adapt, and integrate those skills in different media settings.

The program allows the students to excel in Print Journalism, Radio Journalism, Television Journalism, Creative Writing, Public Relations, Event Management, Corporate Communication, Photojournalism and Advertising.

This provides a broad foundation of skills and knowledge in diverse functional areas apart from providing the option to specialize in various functional disciplines in journalism. Students are also required to undergo an internship program in the media industry.

### **Faculty - School of Mass Communication**

<b>Sr. No.</b>	<b>Name</b>	<b>Designation</b>
1.	Dr. Madhu Prabhakaran	Dean (Officiating), SoMC
2.	Dr. Shah Alam	Associate Professor
3.	Dr. Afaq Haider	Assistant Professor - Senior Scale
4.	Dr. Anwisha Sen Majumdar	Assistant Professor - Senior Scale
5.	Dr. Sandeep Kumar Gupta	Assistant Professor - Senior Scale
6.	Ms. Ahana Ganguly	Assistant Professor
7.	Mr. Shiva Choudhary	Assistant Professor



## **Student Enrollment in School of Mass Communications (2023-24)**

<b>Name of Course</b>	<b>Number of Students</b>
Ph.D.	-
BA. (M&CD) (Hons.)	12
IMA. (M&CD)	-

## School of Hospitality Management



The School of Hospitality Management (SoHM) is designed to meet the exacting standards of modern hospitality education. The school enshrines the vision of the University by providing holistic hospitality training through internationally benchmarked infrastructure and facilities. SoHM is poised to create competent and skilled managers for the hospitality industry, with a focus on training the students in a way that they meet head-on, the challenges of the hotel industry. Facilities at the School are designed to provide the students with the best education and training possible in the field, keeping in mind their all-round development. SoHM has a new set up of laboratories with the latest facilities for practical training.

All the labs are spacious with modern planning. There are well-equipped Basic and Advance Training Kitchens, a Bakery and Patisserie laboratories, a well-planned Basic Training Restaurant with Mock Room Service setup, and an aesthetically designed Advance Training Restaurant with an international style Training Bar are the distinctive training facilities parallel to none. The school boasts of a Demonstration Kitchen Studio designed to train the students for cookery shows. The school has an ultra-modern Basic Training Kitchen and Advance Training Kitchen Labs.

A compact House Keeping Practical Laboratory and a well-equipped separate laundry may be the envy of the industry. The computer laboratory is well-equipped with hospitality training software for individual practice sessions. The school has a highly accomplished faculty team, drawn from academics, supplemented by visiting faculty from reputed Institutions and professionals from the Hospitality and Services sector.

The School of Hospitality Management offers the following undergraduate.

- BHM: Bachelor in Hotel Management (4-Year Full-Time Program)

## **BHM: Bachelor of Hotel Management (4-Year Full-Time Program)**

The Bachelor of Hotel Management (BHM) is a four-year full-time program spread across eight semesters. In the curriculum, meticulously designed as prescribed by UGC, the CBCS scheme is followed where an equal emphasis is laid on the theoretical and practical aspects of Hospitality studies. During the first two years of the program, students are given theoretical and practical skill training on core courses like Front Office Operations, Accommodation Operations, Food & Beverage Services Operations, and Food Production that form the central theme of learning along with a fourteen-week industrial exposure. In their third year, students choose their area of specialization along with management courses, and research projects and are required to do live-on-the-job specialization training in the seventh semester.

### **Faculty – School of Hospitality Management**

<b>Sr. No.</b>	<b>Name</b>	<b>Designation</b>
1.	Dr. Vinay Rana	Professor & Dean - SoHM
2.	Dr. Amit Tariyal	Assistant Professor - Senior Scale
3.	Dr. Abhay Chamoli	Assistant Professor - Senior Scale
4.	Mr. Shashi Kant	Assistant Professor
5.	Mr. Devashish Pandey	Assistant Professor
6.	Mr. Sumit Pratap	Assistant Professor
7.	Mr. Naveen Uniyal	Assistant Professor
8.	Ms. Deepika Sajwan	Assistant Professor

## **Student Enrollment in School of Hospitality Management (2023-24)**

Name of Course	Number of Students
PhD	-
BHM	16
CHO	-

## School of Liberal Arts



The

School of Liberal Arts- a fast-growing, dynamic, and active community of scholars and writers! Our quest is for excellence in teaching, research, and service. We seek to engage students with a diverse range of subjects in a global and Indian context.

Our teaching mission is to encourage and motivate students toward a thorough and informed critical study of the humanities and social sciences and to make connections between reading and writing practices.

As part of the School of Liberal Arts, the department offers programs in English, Psychology, Economics, History, Political Science and Sociology

The IUU School of Liberal Arts runs the following undergraduate and post-graduate programs:

- Doctor of Philosophy (Ph.D.) in Social Sciences & Humanities
- B.A. in Liberal Arts with Multiple Entry and Multiple Exit in English, Psychology, History, Political Science, Economics, and Sociology with Major and Minor Options.

### **Ph.D. in Social Sciences & Humanities**

The IMS Unison University Ph.D. program in Social Sciences & Humanities equips the scholar with a thorough knowledge and understanding of the field in which s/he is pursuing the research. It enables scholars to inculcate in themselves essential skill sets, with expertise in theoretical, literary, and critical analysis of the subject.

## B.A. in Liberal arts with Multiple entry and Exit Options

Based on liberal arts pattern, The B.A. in Liberal Arts Program with Multiple Entry & Exit options will equip the students with analytical and critical thinking skills along with in-depth knowledge of their chosen subject. The Program requires each student to take 13 Foundation Courses, General Core papers, a set of communication workshops, and a social outreach program in Year 1 before pursuing a Major subject with the option of also earning credits in a Minor subject in Years 2 and 3 with general electives, discipline-specific electives, open electives, an internship, and a deep immersion project. Year 4 offers Honours and Honours with Research options. The conclusion of the program entails a Research-based Project on which the student works under the guidance of a faculty mentor.

## Faculty - School of Liberal Arts

Sr. No.	Name	Designation
1.	Dr. Madhu Prabhakaran	Professor & Dean - SoLA
2.	Dr. Surendra Kumar Yadawa	Assistant Professor- Senior Scale
3.	Dr. Neha Goyal	Assistant Professor- Senior Scale
4.	Dr. Abhishek Juneja	Assistant Professor- Senior Scale
5.	Dr. Rai Ganguly	Assistant Professor- Senior Scale
6.	Dr. Ram Prakash	Assistant Professor- Senior Scale
7.	Dr. Manisha Mishra	Assistant Professor- Senior Scale
8.	Dr. Rachna Sharma	Assistant Professor- Senior Scale
9.	Ms. Astha Tripathi	Assistant Professor
10.	Mr. Akshat Seth	Assistant Professor
11.	Dr. Tapasi Mohanty	Assistant Professor

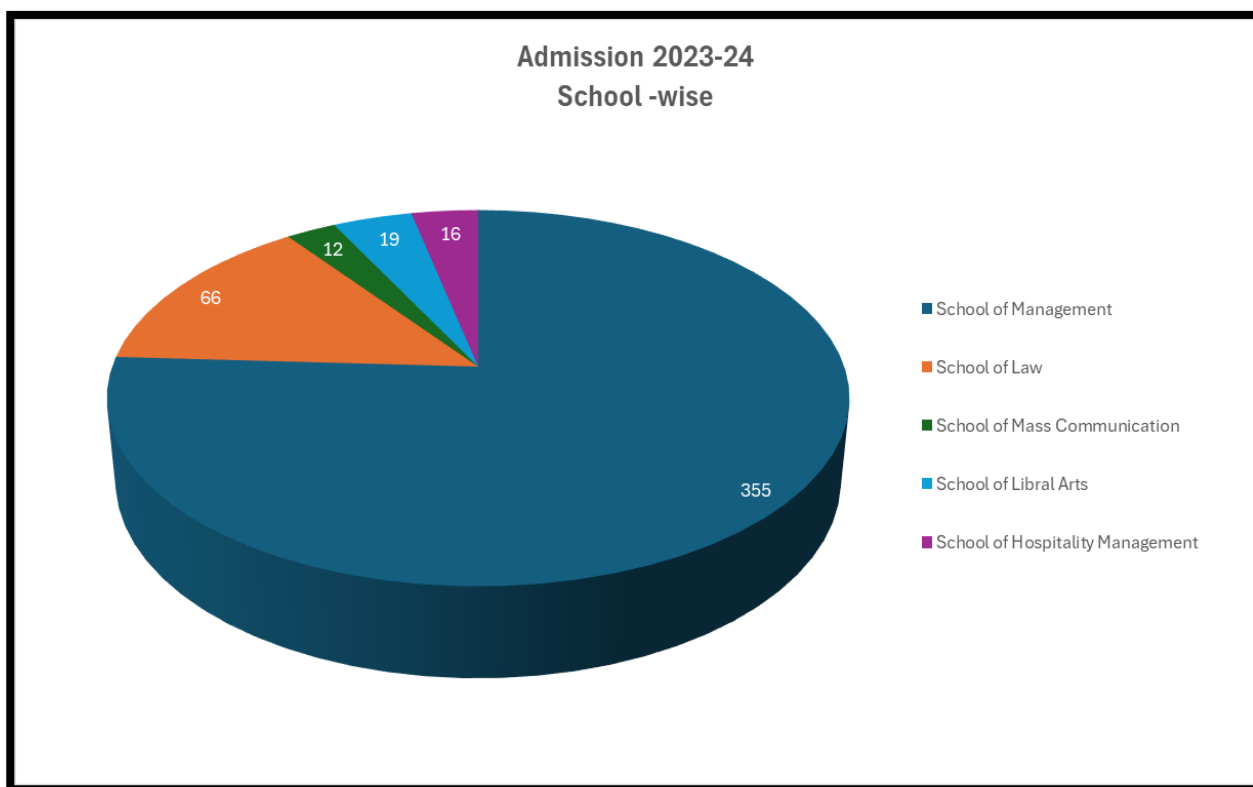
## Student Enrollment in School of Liberal Arts (2023-24)

Name of Course	Number of Students
PhD	-
BA (Hons)	19



## ADMISSIONS 2023-24

The school-wise/Program-wise break-up of admissions during the year 2023-24 has been presented in the following graphs, which depict the school-wise distribution as well as the



# FACULTY RESEARCH PUBLICATIONS

## ABDC Paper

1. Rana, Vinay (2024) Working Women Traveling Alone: Safety and Security Concerns, Issues And Expectations From Indian Budget Hotels (2), ISSN. 2323-5233, <https://doi.org/10.52783/eel.v14i1.1215>
2. Rana, Vinay (2024) A Systematic Review on Structure of Hotel Safety and Security Services: Dimensions and Measures (2), ISSN. 1528-2678, Academy of Marketing Studies Journal, 28(S5), 1-21.
3. Pratap Sumit (2024) Generation Z Tourist and Purchase Intention for Local Food: A Value - Attitude - Behaviour Approach (1), ISSN. 1095-6298, Academy of Marketing Studies Journal, 28(4), 1-18.
4. Sajwan. Deepika (2024) Generation Z Tourist and Purchase Intention for Local Food: A Valueattitude- ISSN.1095-6298, Academy of Marketing Studies Journal, 28(4), 1-18.
5. Uniyal Naveen (2024) Generation Z Tourist and Purchase Intention for Local Food: A Valueattitude- Behaviour Approach (2), ISSN.1095-6298, Academy of Marketing Studies Journal, 28(4), 1-18.
6. Pandey Devashish The insight of Angelica glauca (Smooth Angelica) and Angelica archangelica -Growing condition and health benefits. (1s), ISSN 2323-5233, <https://doi.org/10.52783/eel.v14i2.1443>
7. Chamoli Abhay ('2024) Generation Z Tourist and Purchase Intention for Local Food: A Value Attitude -Behaviour Approach (4) ISSN.1528-2678, In 2024 1 Academy of Marketing Studies Journal (Vol. 28, Issue 4).
8. Sharma Kumar Vijay, ('2023) Knowledge mapping of studies on implied volatility in equity derivatives markets: a bibliometric approach (1), ISSN.1753-6723, 9(3), 188-207.
9. Sharma Kumar Vijay ('2023), Analysis of bank-specific determinants of stressed and non-performing assets in a commercial bank: A TISM -MICMAC approach (1), ISSN 1753-6723, Accepted and In publication schedule
10. Sharma Kumar Vijay, ('2023) Consumers perception and ranking of the significant factors for selecting an over-the-top video streaming platform (1), ISSN. 1741-1033, DOI: 10.1504/IJEMR.2023.10056956
11. Misra Pankaj, (2024) Evaluation of Digital Library Continuous Usage: The Role of Digital Library Overall Quality, Perceived Usefulness and User Satisfaction (2), ISSN .2056-4880, nt. J. of Information Systems and Change Management, 14(1), 30-53

12. Misra Pankaj, (2024) Shall I Use ChatGPT? A Study on Perceived Trust and Perceived Risk Towards ChatGPT Usage by Teachers at Higher Education Institutions (2), ISSN. 2056-4880, International Journal of Information and Learning Technology. Under Publication.
13. Adlakha Amit, (2023) A systematic review on behavioral biases affecting individual investment decisions (3), ISSN. .1755-4179, Qualitative Research in Financial Markets, 16(3), 448-476.
14. Badola Sneha, (2023) Are the Investors Biased? An Empirical Study of Financial Market. (3), ISSN.2323-5233,
15. Badola Sneha, (2023), A systematic review on behavioral biases affecting individual investment decisions (1), ISSN .1755-4179, Qualitative Research in Financial Markets, 16(3), 448-476.
16. Badola Sneha, (2023), Emotional Biases and Individual Investors: An Exploratory study (1) ISSN. 1526-4726, Journal of Informatics Education and Research, 3(2).
17. Srivastava Ankit (2023), Emotional Biases and Individual Investors: An Exploratory study (2), ) ISSN. 1526-4726, Journal of Informatics Education and Research, 3(2).
18. Srivastava Rajeev (2023), Smart manufacturing and sustainability: a bibliometric analysis (3), ISSN 1463-5771, Benchmarking: An International Journal, 30(9), 3281-3301.
19. Singh Saurabh (2024), Determinants of agricultural productivity in the Indian economic scenario: An assessment of time trends of factors since Independence Eve. (2 ISSN 2336-4297, Vol.27, (1)
20. Alam Shah (2024), Media and Artificial Intelligence: Current Perceptions and Future Outlook (1s), ISSN 1528-2678, Academy of Marketing Studies Journal, 28(2), 1-13.
21. Sharma Kumar Vijay (2023), Investment Behavior of Foreign Institutional Investors and Implied Volatility Dynamics: An Empirical Study on the Indian Equity Derivatives Market (1), ISSN 1911-8074.

## SCOPUS Paper

1. Rana Vinay, (2023) A Study of the Remote Work-Family Balance of Female Hotel Managers. (3), ISSN 2223 814X,
2. Rana Vinay, (2023) The economic impact of Homestays in Uttarakhand, India: A qualitative study (2), ISSN 2223 814X, 2182-1453
3. Chamoli Abhay (2024), "Tourist Preferences for Regional Food: A Study on Food Neophobia and Consumption Value Factors" (1s), ISSN. 2182-1453
4. Rai Kumar Kshitij (2024), Exploring Concerns Associated with Marital Rape In India: An In-Depth Legal Analysis (5), ISSN 4705 –4712
5. Rai Kumar Kshitij (2024), Bentham's Philanthropic Philosophy in Action: Assessing the Motivations behind the India-Bangladesh Land Boundary Agreement (4), ISSN 2544-5412.

6. Rai Kumar Kshitij (2024), Examining India's Product Liability Framework in the context of the food sector: A comparative study with reference to the United States of America (4), ISSN 2226-9614.
7. Mishra Kumar Satish (2023), The Evolution and Impact of E-Commerce (2), ISSN,2197-5523.
8. Mishra Kumar Satish (2023), Exploring Concerns Associated with Marital Rape in India: An In-Depth Legal Analysis (1), ISSN 4705 –4712.
9. Mishra Kumar Satish (2023), Examining India's Product Liability Framework in the Context of the food sector: A comparative study with reference to the United States of America (3), ISSN-2226-9614.
10. Sharma Arti (2023), The Evolution and Impact of E-Commerce (1)), ISSN-2197-5523.
11. Sharma Arti (2023), Exploring Concerns Associated with Marital Rape in India: An In-Depth Legal Analysis (4), ISSN 4705 –4712
12. Yadawa Kumar Surendra (2024) India's Strategic Choices in the Multipolar World: A Geopolitical Perspective (1s), ISSN E-2238-6912, Print 2238-626
13. Chaturvedi Nishant (2023), India's Strategic Choices in the Multipolar World: A Geopolitical Perspective (1s) ISSN. 2042-8308
14. Singh Vandana (2023), Emotional intelligence and mental well-being of students in Indian higher education sector: an SEM-based analysis (2), ISSN 2042-8308
15. Singh Vandana (2023), Emotional intelligence and mental well-being of students in Indian higher education sector: an SEM-based analysis (2), ISSN 2042-8308
16. Srivastava Rajeev (2024), Intellectual research landscape of neuromarketing: bibliometric network analysis (2004-2021) (1), ISSN 1470-6067

## UGC Care Paper

1. Rai Kumar Kshitij (2023), News Media and Digital Platform: A Comparative Study of Bargaining Law In Australia and Canada With Reference to India (1), ISSN 0974-0066.
2. Kumar Anoop (Ex Faculty) (2023), Acid Attack Victims – The Need for a Holistic Approach (2), ISSN 0974-7249
3. Sharma Arti (2023), Fiscal Federalism, Social and Economic Upliftment (1), ISSN- 0378-4568
4. Sharma Arti (2023), The Indecent Representation of Women (Prohibition) Act, 1986: A Critical Analysis, Along with Proposed Amendments (1), ISSN-0030-5324
5. Alam Shah (2023), Exploring Music as a Means of Communication: Analysing its Fundamental Nature and Context (1s), ISSN- 2319-969
6. Alam Shah (2023), Media, State and the Political Movement: A Theoretical Analysis (2), ISSN - 0974-5521
7. Alam Shah (2023), Women's Oppression in the Writings of Qurratulain Hyder. (1s), ISSN-2349-  
*Annual Report 2023-24*

137X

8. Alam Shah (2023), Sanskrit in the Age of Information and Communication Technology. (1s),  
ISSN- 2321-7626
9. Haider Afaq (2023), Media, State and the Political Movement: A Theoretical Analysis (1),  
ISSN- 0974-5521

**Faculty Research Publications**  
**(AY 2023-24)**  
**Summary**

ABDC	SCOPUS	UGC Care	Others	Total
21	16	09	03	49

## RESEARCH AWARD-2024 CEREMONY



**DR. VINAY RANA, DEAN, SOHM**



**DR. AMIT ADLAKHA, COE**



**DR. SHAH ALAM, SOMC**



**DR. PANKAJ MISHRA, SOM**



**DR. SNEHA BADOLA, SOM**

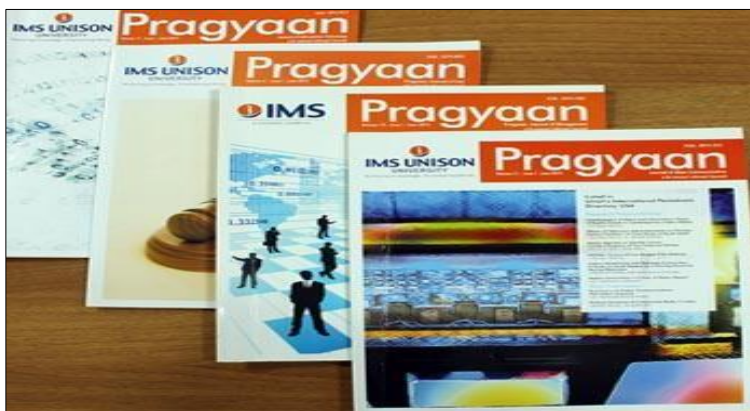


**MR. VIJAY KUMAR SHARMA, SOM**



## UNIVERSITY PUBLICATIONS

### Research Journal – “Pragyaan”



Intending to encourage research and disseminate the findings, the University publishes referred bi-annual journals in the disciplines of Management, Media & Communication Design (SOMCD), and Law.

- **Pragyaan: Journal of Management (ISSN: 0974-5505)**  
(Vol. 21, Issue 2, Dec 2023 & Vol. 21, Issue 1, June 2024)
- **Pragyaan: Journal of Mass Communication (ISSN: 0974-5521) – (UGC Care Listed)**  
(Vol. 21, Issue 2, Dec 2023 & Vol. 21, Issue 1, June 2024)
- **Pragyaan: Journal of Law (ISSN: 2278-8093)**  
(Vol. 13, Issue 1, Dec 2023 & Vol. 14, Issue 1, June 2024)

These journals are bi-annual double blind referred research journals. The objective is to create a platform where ideas, concepts & latest thoughts related to the field of Management, Computer Applications, Media & Communication Design (SOMC), and Law are articulated and shared. The journals are dedicated to developing, promoting, and coordinating theory, research, and practice in the areas of Management, Computer Applications, Media & Communication Design (SOMC), and Law in the Indian as well as the global context. These journals have achieved substantive recognition amongst the academic fraternity.

## Newsletter - “Communiqué”



IUU “COMMUNIQUE” is a popular quarterly newsletter of the University. It provides staff, students, academic institutions, the corporate world, and other stakeholders with information about the activities and initiatives of the university. It presents a window into university life which comprises various events from diverse fields of academics and research. It showcases information about numerous activities like workshops, seminars, academic co-curricular events, cultural and sports events, social activities for the community, and many more in which the students participate. Information

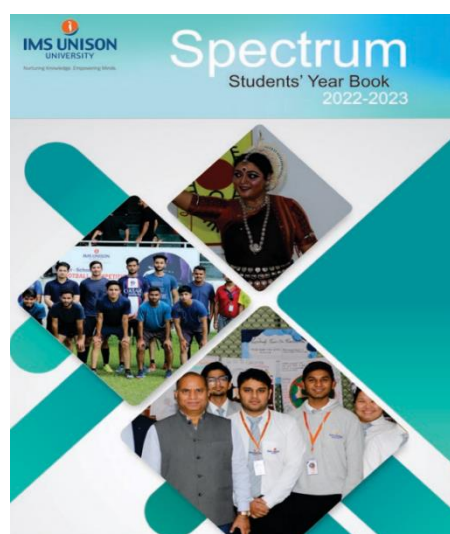
is also provided on various activities that focus on the holistic development and overall intellectual enhancement of students, like guest lectures, industrial visits, and various national/international study tours organized by the university. The report on the scholastic and cultural activities organized by the university is also an important component of the Newsletter. Various FDPs, Workshops, and Conferences are highlighted along with recognition of the faculty members for their contribution to the field of Research & Development.

## Student Yearbook – “Spectrum”

The student yearbook ‘SPECTRUM’ brings forth novel ideas from students and faculty alike. Year after year, it documents the various benchmarks of the university, memories of special events, and the diversity of skills of our students in different areas.

It also provides a platform for our students to display their expertise in varied aspects of life, from poetry to painting, and story writing to thought-provoking articles. It helps present to the world a unique compilation of contemporary thoughts and emotions. “Spectrum” is a beautiful memento of the university

that is keeping pace with the current age along with maintaining a strong connection with our cultural base and values.



## SEMINARS, FDPS, WORKSHOPS, GUEST LECTURES, WEBINARS

### School of Management Organized Faculty Development Program



The School of Management (SOM) concluded a five-day Faculty Development Program on **"Statistical Analysis using R Studio"** held from **July 10 to July 14, 2023**. **Prof. (Dr.) Gurdip Singh**, the Chancellor of IMS Unison University, emphasized the crucial role of data and statistical analysis in the contemporary business world, expressing gratitude to

resource person Dr. Neeraj Kaushik for attending despite a busy schedule and challenging weather conditions.

**Brigadier (Dr.) M. Srinivasan**, Vice-Chancellor of IMS Unison University, delivered a welcoming address, highlighting the significance of data and statistical analysis in daily life and business operations. The program concluded with a vote of thanks from **Dr. Amit Adlakha**, Dean School of Management and FDP Chair, who extended appreciation to **Dr. Neeraj Kaushik** and all program stakeholders for making it meaningful and insightful.

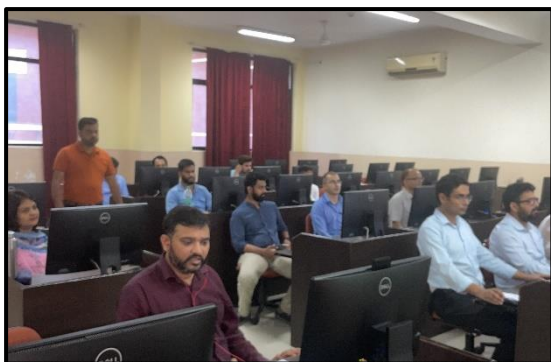
### School of Law Organized Faculty Development Programme



The Faculty Development Program (FDP) on **"Emerging Trends in Teaching and Academics and National Patent Development Program,"** organized by the School of Law at IMS Unison University, took place from **July 17th to July 21st, 2023**. This five-day event aimed to provide valuable insights into patents, innovation, and

sustainable development across key industries.

The program began with an inaugural session led by **Professor Dr. Ashish Verma**, who highlighted the importance of patents in fostering innovation and economic growth. **Mr. Akhil Singhal** then discussed the role of three critical industries—Health Tech, Automotive, and Renewable Energy—in achieving the United Nations Sustainable Development Goals (SDGs), emphasizing their contribution to global challenges like health, clean energy, and sustainable cities. **Dr. Arnab Bhattacharya** provided a practical overview of the patent application process, offering participants guidance on navigating patent filings.



On the second day, **Mr. Singhal** introduced patent search tools like Google Patent Search and European Patent Search, explaining their role in driving innovation. He also covered the patent filing process, detailing essential components such as claims, objectives, and the difference between dependent and independent claims. The third day delved deeper into patent claim construction and interpreting non-patented literature, further enriching participants' understanding of intellectual property.

On the fourth day, participants engaged in a case study on Apple's innovations and were assigned projects and modules to deepen their knowledge. The final day focused on real-world applications of patents, with practical examples of the patent granting process. Participants received feedback on their work through Google Classroom.

The FDP proved to be a valuable learning experience, equipping participants with essential tools and knowledge on patents, intellectual property, and their role in fostering innovation and sustainability in various sectors.



## School of Law Organized Faculty Research Seminar



The Faculty Research Seminar was conducted by **Dr. Shoaib Mohammad** on **July 22, 2023**, addressing the intriguing topic of "**Application of Torts Law to Medical Implants: An Analogical Study.**" The seminar aimed to explore the legal aspects of medical implant devices through an analogical approach, drawing comparisons to established

principles of torts law. Medical implants have become an integral part of modern healthcare, offering patients innovative treatments and improved quality of life. However, as these devices involve potential risks, understanding the legal implications and responsibilities of all stakeholders is crucial. The seminar proved to be a significant contribution to the ongoing academic discourse on medical law and garnered positive feedback from all participants.

## School of Hospitality Management Organized Faculty Development Program

The industry-based Faculty Development Program (FDP) in collaboration with **Hotel Fairfield by Marriott, Dehradun**, reached its successful conclusion on **July 24, 2023**, with



a presentation on the program's learning outcomes. The assessment of these outcomes was carried out by Dean SoHM **Prof. (Dr.) Vinay Rana** and the Pro Vice-Chancellor, **Dr. Ravikesh Srivastava**, who evaluated the results through a presentation delivered by the faculty members. This FDP served as a

valuable platform for knowledge exchange and skill enhancement, fostering a productive partnership between academia and the industry, ultimately benefiting both students and faculty members involved.

## Vedanshi Oli Pays Homage to Kargil War Martyrs with Original Poem

**Vedanshi Oli**, a talented student pursuing her Int. MA (M&CD)-III semester at IMS Unison University, stirred hearts with her heartfelt poem recitation on **Kargil Vijay Diwas**. The touching tribute took place on **July 26, 2023**, during a modest gathering held in the Block-I seminar Hall of the university. The solemnity of the occasion was felt by all present as



Vedanshi Oli's words resonated through the hall, paying homage to the brave soldiers who made the ultimate sacrifice in the line of duty. Kargil Vijay Diwas is observed every year on July 26th to commemorate the victory of the Indian Armed Forces in recapturing the strategic locations of Kargil from the infiltrating Pakistani forces. It is a day that symbolizes the indomitable spirit and unwavering dedication of our armed forces.

## Inter School Basketball Tournament at IMS Unison University



IMS Unison University has always aimed at the overall development of its students. With this result we have a hard-won reputation for producing well-trained and competitive youngsters. The **SPORTIVO** - sports committee had organized the tournament and the participants were duly briefed about the rules of the

game. The Basketball Court of DIT University campus was filled with great zeal, excitement, and frolicsome atmosphere on **August 12, 2023**, as we set off for **Inter-School Basketball tournament** played between various schools at university level. Students belonging to all the schools participated and each school had to compete against each other. This brought out the competitive spirit in them. It was MBA Program that came out victorious. The budding



players were beset by various emotions like apprehension, pride, aggression. But at the end they learned that a game is not only about winning — it is also about knowing how to accept defeat gracefully. It is about trying to strategize and evaluate their strengths and hope, while representing their respective house, which indeed motivated them to perform better. The games were exhilarating, and everybody thoroughly enjoyed themselves. The event was Co-ordinated under the supervision of **Mr. Nikunj Singh Yadav** (University Sports Coordinator), **Ms. Padmini Khan** (SOLA, Sports Coordinator), & **Ms. Rajbir Kaur** (SOM, Sports Coordinator).

## School of Media & Communication Design Organized Faculty Seminar

School of Mass Communication (SOMC) hosted a **Departmental Faculty Seminar** on **July 31, 2023**. The seminar delved into the profound realm of symbolism, politics, and social identity through the lens of flags. The esteemed resource person for the seminar, **Dr. Purnima Kumari Oraon**, an Assistant Professor at SOMC, captivated the audience with her presentation titled **"Waving the Flag: Symbolic Meaning, Political Engagement, and Social Identity"**. In an intellectually stimulating session, Dr. Oraon unveiled her extensive research, which revolved around the intriguing concept of identity assertion among tribals in Jharkhand. She dissected this complex theme through the symbolic interpretation of flags, demonstrating how these visual representations played a pivotal role in shaping the political engagement and social identity of tribal communities.

## School of Law Organized Faculty Research Seminar

The Faculty Research Seminar was conducted on **August 05, 2023**, on the topic of **"The Land Boundary Agreement between India and Bangladesh- the 100th Constitutional Amendment Act of 2015"**. It was presented by **Mr. Nikunj Yadav, Assistant Prof (Law)**.

It was discussed in the seminar that the agreement marked a significant diplomatic and territorial achievement for both nations. This agreement resolved long-standing border disputes and resulted in the exchange of enclaves,



which were pockets of land surrounded by the territory of the other country. The successful negotiation and implementation of the agreement underscored the strong diplomatic ties between India and Bangladesh. It demonstrated the commitment of both nations to resolving long-standing issues through peaceful means.

It was further discussed that the agreement not only resolved territorial disputes but also contributed to regional stability and cooperation. It opened new avenues for cross-border trade, connectivity, and people-to-people interactions, fostering economic development and cultural exchange.

The session ended on a high note with a question-and-answer session.

## School of Law Organized Guest Lecture

The School of Law at IMS Unison University hosted a captivating guest lecture on **August 10, 2023**, featuring distinguished legal expert Advocate Atul Pundir. The lecture shed light on the intricate realms of **“Law, Practical applications, and the Dynamics of Litigation”**. The event drew an eager audience comprising law students and law faculty.



Opening with a glimpse into the evolving nature of legal systems, **Advocate Atul Pundir**, highlighted the importance of understanding the spirit of the law beyond its text. It was an interactive session that concluded with an engaging question-and-answer round, where students asked their queries. The closing remarks left a lasting impact, reiterating the pivotal role legal practitioners play in shaping a just society. The lecture left the audience inspired, informed, and eager to dive deeper into the world of law and its applications.

## School of Hospitality Management Organized Professional Grooming Session



The importance of good grooming and etiquette in the business world cannot be overstated, as they are integral to achieving success. Creating a confident and positive impression is key to personal and professional growth. On **August 12, 2023**, the School of Hospitality Management organized a **"Professional Grooming"** workshop. This

event aimed to equip students with practical grooming skills, covering topics such as dressing fundamentals, color coordination, tie knots, and basic hair care. Led by **Ayush Baunthiyal** and **Vedant Verma**, students from the School of Hospitality Management, the workshop was an enlightening experience for junior students, supervised by **Mr. Sumit Pratap** and **Mr. Naveen Uniyal**, offering valuable insights into the world of professional appearance and demeanor.

## School of Mass Communication Organized an Orientation Program for the session 2023-24

The School of Mass Communication (SOMC) hosted its Orientation Program from **August 17 to August 19, 2023**. The primary objective of this event was to warmly welcome and familiarize incoming students with the school's environment, institutional regulations, and academic standards, and to help them connect with



their classmates. For three days, the program featured a range of informative and interactive sessions. Commencing on the first day, an inclusive session was held, involving students from various schools within the university. During this session, students received comprehensive insights into the university's regulations, code of conduct, and disciplinary measures. Subsequent days saw the involvement of distinguished personalities from the

media industry, including **Mr. Kushlanand Kothiyal**, Editor of Dainik Jagran Uttarakhand; **Mr. Himanshu Shekhar**, Editor of NDTV India; and **Ms. Geetika Uniyal**, an accomplished



alumnus and RJ at AIR FM Rainbow. These seasoned professionals engaged in interactive discussions with newly enrolled students, offering valuable insights from their experiences. Throughout the program, a variety of activities were organized to actively engage the students and participants. These included documentary screenings, interactive sessions aimed at

fostering mutual understanding, icebreaking activities like Open Mic Storytelling and Talent Performances, as well as Cultural Activities. The overall success of the Orientation Program was evident through the enthusiastic participation of the students. It not only provided them with essential information and a sense of belonging but also marked a significant step in integrating them into the vibrant academic community of the School of Media and Communication Design.

## **Editor Kushlanand Kothiyal's Insightful Lecture at SOMC**

Renowned Editor of Dainik Jagran, Uttarakhand, **Mr. Kushlanand Kothiyal**, delivered an enlightening guest lecture at the School of Media and Communication Design on **August 18, 2023**. With a remarkable 31-year career that includes editorial roles at Amar Ujala, his insights were highly anticipated. The interactive session revolved around the theme, "**Changing Dynamics of the Media Landscape in the Contemporary Period**". His profound knowledge and experience provided students with a unique perspective on the rapidly evolving media industry. The lecture encouraged active participation from students and culminated in a captivating Q&A session. Mr. Kushlanand patiently addressed each inquiry, enriching the learning experience. Students left with a deeper understanding of the media's transformation. Overall, his lecture





proved invaluable, offering students a glimpse into the dynamic world of media. SOMC's commitment to engaging with industry experts ensures students are well-prepared for the ever-changing media landscape.

## School of Liberal Arts Organized Orientation Program (Deeksharambh)



In a dynamic learning initiative, **Mr. Devradi, Ms. Aarti Shahi**, and two other members of the **Pinder Ghati Group** organized an interactive activity-based session on **August 18 & 19, 2023**. The session focused on the six Liberal Arts disciplines – history, political science, sociology, economics, English literature, and psychology – using engaging

theatre exercises. Both first year and senior students participated with enthusiasm, with senior students organizing icebreaker games to engage juniors. Fun activities like '**Paper folding and dancing**' were enjoyed by students and faculties alike. The event concluded with a talent show featuring singing and dancing performances, creating an entertaining platform for freshers to bond with their peers and the senior students of SoLA. Performers were rewarded with sweets for their efforts.

## School of Mass Communication Organized Guest Session by RJ Geetika Uniyal, AIR FM Rainbow (Alumnus)



School of Mass Communication (SOMC) organised a special guest session featuring **RJ Geetika Uniyal**, an esteemed alumnus of IMS Unison University and an integral part of AIR FM Rainbow on **August 18, 2023**. The session centered around "**The Role of RJ and FM Radio in the Current Scenario.**" RJ Geetika's

presentation was enlightening, shedding light on the evolving landscape of radio in today's media world. Her insights into the role of radio jockeys and FM radio were invaluable. The

interactive session allowed students to engage directly with the experienced RJ, with a lively question-and-answer period that followed. It proved to be an educational and engaging experience for all in attendance, providing a deeper understanding of the dynamic field of radio broadcasting.

### **Picnic cum Social Awareness Camp by SoM**

The School of Management organized a Picnic cum Social Awareness Camp at the **Regional Science Centre (UCOST), Jhajra, Dehradun**, exclusively for its **MBA second-year**



**students**. On **August 19, 2023**, the students embarked on a memorable journey that aimed to strike a balance between leisure, learning, and cultivating social responsibility. This initiative not only provided students with a refreshing break from their academic routine but also kindled a profound sense of compassion towards society. The

event was a resounding success, fostering a greater sense of responsibility and awareness among the participants.

### **Outreach Activity (Picnic Cum Social Awareness Camp) by SoM**

A Picnic Cum Social Awareness Camp was organized at **Anand Van**, located in Jhajra, Dehradun on **August 19, 2023**,

exclusively for **Integrated BBA-MBA** students in their 2nd, 3rd, and 4th years. The day was packed with music, dance, and camaraderie during the bus journey, setting a joyous tone. Upon arrival, the lush green



surroundings of Anand Van welcomed the students, and an open session allowed them to showcase their talents individually or in collaboration, fostering unity. Snacks and beverages kept the students energized. This event was a resounding success, offering a break from routine and creating cherished moments of bonding and fun in nature. Kudos to the organizers and students.



## Social Awareness Program for B. Com(H) Senior Batch Students

The School of Management organized a meaningful Social Awareness Program - a day-long visit to the **Sharp Memorial Blind School** in Dhakpatti, Rajpur, Dehradun, on **August 19,**



**2023**, exclusively for senior batches of B. Com (Hons.) students. A group of 37 students, accompanied by three faculty members, participated in this eye-opening experience. The visit provided students with insights into various teaching methods

used to support those with visual impairments and shed light on the challenges faced by these individuals. Interactions with the visually impaired students offered valuable life perspectives, fostering mutual learning between the two organizations, and leaving a lasting impact on all involved.

## Editor Himanshu Shekhar Imparts Wisdom at SoM&CD

On **August 19, 2023**, School Mass Communication hosted a guest session featuring **Mr. Himanshu Shekhar, Editor of NDTV India**. The session's focus was the "**Overview of Media & Career Opportunities in the**

**Present Scenario.**" Mr. Shekhar shared valuable knowledge and insights, providing students with a deeper understanding of the media landscape and career prospects. The interactive session proved to be both informative and enlightening, offering students a glimpse into the dynamic world of



journalism and media. His expertise enriched the students' understanding of the industry's current state and the opportunities it presents. The session was a valuable addition to the students' educational experience, preparing them for the challenges and opportunities in the media field.

## School of Media & Communication Design Organized Faculty Seminar on Social Media and Cybersecurity

School of Mass Communication (SOMC) organized a Faculty Seminar on **August 23, 2023**, in which **Ms. Sakshi Tiwari**, Assistant Professor at SoMC&D was the resource person. Ms. Sakshi Tiwari's presentation, titled "**Social Media and Cybercrimes in Uttarakhand**" resonated with the audience as she shared valuable insights into the complex relationship between social media and the increasing incidents of cybercrimes in the region. Her engaging presentation captivated the attendees, fostering an environment of active participation and interaction. The seminar provided a platform for both faculty members to gain a deeper understanding of the challenges posed by cybercrimes in Uttarakhand, a topic of growing concern in today's digital age. Ms. Sakshi Tiwari's expertise in this field shed light on the evolving tactics used by cybercriminals and the importance of cybersecurity measures.



## School of Law Organized Student Panel Discussion on Conservation of Resources

The School of Law IMS Unison University, Dehradun organized a student panel discussion on the topic **Conservation of Resources** on **August 23, 2023**. The discussion was indeed thoughtful, and all four panelists present namely **Bhoomija Pandey, Anil Kumar Ranjan,**



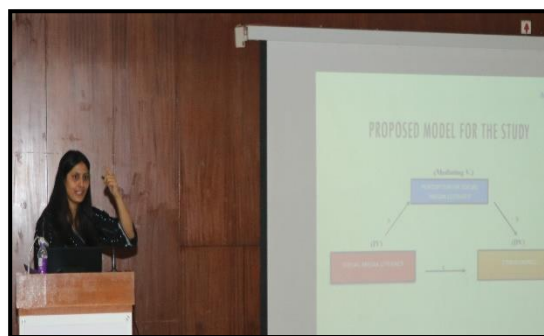
**Amrin Kaur, and Shubhali Shrivastava** presented their views factually and critically which certainly germinated new ideas and created awareness to ensure a more sustainable lifestyle. The discussion revolved around multiple aspects of

energy conservation such as sustainable development, fast fashion trends as causes of energy depletion, collective awareness, and innovative technologies as means of a healthy and prosperous environment.

Lastly, **Dr. Ashish Verma, Dean (SOL)** elaborated upon the topic and added value to the thoughts of the student-panelist and audience. The vote of thanks was extended by the student convenor to the Dean and student- panelist Thus, the event came to its fruitful conclusion.

### **Ph.D. Pre-Submission Seminar Ms. Sakshi Tiwari, Ph.D. Scholar**

**Ms. Sakshi Tiwari, Ph.D.** Scholar of School Mass Communication (SoMC) has Submitted her Pre-Submission Ph.D. Seminar in the **Seminar Hall of Block V** at the University Campus on **August 24, 2023**. During the seminar, she adeptly presented her thesis titled **"A Study on Social Media Literacy and Cybercrimes against Youth in Kumaon and Garhwal Regions of Uttarakhand."**



### **School of Hospitality Management Organized Guest Lecture on Vegan Food**



A captivating guest lecture on **“Vegan Food”** took place at SoHM (School of Hospitality Management) on **August 26, 2023**. The esteemed speaker, **Chef Sidakpreet Kalra**, an IHM Pusa alumnus, and successful entrepreneur chef, shared his profound knowledge and expertise on the principles, practices, and benefits of adopting a vegan lifestyle. The lecture aimed to

enlighten attendees on various aspects of veganism, emphasizing ethical considerations in dietary choices. Chef Kalra debunked common misconceptions and provided practical guidance for those interested in transitioning to a plant-based diet. The event culminated in a lively Q&A session, fostering insightful discussions and empowering participants to make informed choices toward a more plant-centered lifestyle.

## School of Hospitality Management Organized Faculty Research Seminar

School of Hospitality Management conducted its monthly faculty research seminar on **August 30, 2023**. **Dr. Amit Tariyal**, an Assistant Professor at the school, served as the resource person for the seminar, which revolved around "**Research Implications.**"

The presentation encompassed an overview of the significance of implications in a manuscript, delving into different types of implications depending on the research subject and providing guidance on effective writing in this context.



## School of Hospitality Management Organized Sparkling Wine Appreciation Workshop

The School of Hospitality Management hosted a one-day workshop on **September 2, 2023**,



dedicated to **the appreciation of sparkling wines**. This educational event aimed to enhance students' knowledge by exploring various aspects, including the origins and names, grape characteristics, types of sparkling wines (white, red, and rose), vinification methods, tasting techniques, and

wine pairing. During the workshop, students had the opportunity to sample three unique sparkling wines: **Fratelli, Sula, and Gancia**, gaining valuable insights into the world of sparkling wine.



## Mobile Photography Competition at SoM&CD



School of Media & Communication Design organized a **'Mobile Photography Competition on September 2, 2023**. During the competition, students were allotted one hour to capture images using their mobile phones, focusing on the theme **“Exposure of SoM&CD.”** They were encouraged to utilize supporting equipment such as tripods

and gimbals to enhance their photography.

Students exhibited great enthusiasm in showcasing SoM&CD through their lenses during this activity. They actively participated and invested their efforts, earning certificates of participation as recognition. The winners of the competition are as follows:

**1st Place – Vidip Kukreti, BA(M&CD) 1st year**

**2nd Place – Abhay Rawat, BA(J&MC) 3rd year**

**3rd Place – Dhruv Agarwal, IMA(M&CD) 2nd year**

## Outdoor Activity (Movie Show) by School of Law

**On September 2, 2023**, the law students at IMS Unison University embarked on an exciting outbound activity, a movie show at **Centrio Mall in Dehradun**. This event provided the students with a refreshing break from their academic routines and offered them an opportunity to bond outside the classroom while enjoying a popular cinematic experience.

The outing was organized by the **University's Student Affairs Committee**, which strives to create a well-rounded learning environment that fosters not only academic excellence but also personal growth and development. Such outbound activities are an integral part of this effort, as they allow students to unwind, socialize, and rejuvenate.

The chosen venue, Centrio Mall, is one of Dehradun's premier shopping and entertainment centers, providing an ideal setting for the students to relax and enjoy a movie together. The mall's state-of-the-art cinema offered a wide selection of films, ensuring there was something for everyone's taste.

The event was successfully coordinated by **Dr. Shoaib Mohammad**, who ensured the smooth execution of this enjoyable outing for the law students at **IMS Unison University**.

In conclusion, the outbound movie activity at Centrio Mall was a resounding success. IMS Unison University continues to prioritize these holistic experiences to ensure the overall growth and development of its students.

## **School of Law Organized a Guest Lecture**

The School of Law at IMS Unison University organized a guest lecture on the "**Practical Aspects of Arbitration**" on **September 06, 2023**. The lecture aimed to provide students and faculty with valuable insights into the field of arbitration through the expertise of **Mr. Kanwaljit Singh, a Senior Advocate**. The



event commenced with the ceremonial lighting of the lamp in the presence of dignitaries and faculty members, symbolizing the illumination of knowledge. **Dr. Ashish Verma, the Dean of the School of Law**, extended a warm welcome to the attendees, setting the tone for the lecture. Mr. Kanwaljit Singh, a seasoned Senior Advocate, delivered an engaging and informative lecture on the practical aspects of arbitration. He covered various facets of arbitration, sharing real-world examples and case studies, which greatly enriched the understanding of the subject matter. Following the lecture, an interactive Q&A session was conducted, allowing students and faculty members to seek clarifications and engage in discussions with Mr. Kanwaljit Singh. This session fostered a deeper understanding of the topic. The event concluded with a vote of thanks delivered by **Mr. Aman Gautam**, the Event Coordinator. He expressed gratitude to Mr. Kanwaljit Singh for his enlightening lecture, Dr. Ashish Verma for his leadership, and all attendees for their active participation.

## **Orientation Program Deeksharambh-2023 by SOHM**

SOHM organized the Orientation Program **Deeksharambh-2023** on **September 8 & 9, 2023**, with engaging activities. The event began with an enlightening Industry Talk by **Mr. Rahul Singh, Director of Human Resources at Six Senses Vana Wellness Retreat**. Following this, alumni **Ms. Rhythm Gandhi, Marketing Executive at Hotel Hyatt Regency, Dehradun**, and **Ms. Dakshita Gupta, FOA (Front Office Associate) at Hotel Hyatt**





**Regency, Dehradun**, shared their insights and experiences. The sessions also featured enjoyable activities for newcomers, **including "Make your own Pasta" and "Make your own Mojito"**. In addition, a Sapling Plantation Drive was conducted to commemorate the occasion, symbolizing growth, and a fresh start.

## School of Hospitality Management Organized a Workshop on Telephone Etiquette

On **September 9, 2023**, the School of Hospitality Management organized a workshop focusing on **"Telephone Etiquette"**. The session, led by students **Ms. Karma Kunsang** and **Mr. Varun Singh** from the School of Hospitality Management, was conducted under the guidance of **Mr. Sumit Pratap** and **Mr. Naveen Uniyal**. The workshop aimed to



enhance telephone communication skills among participants, particularly benefiting aspiring hoteliers. By improving their telephone etiquette, future hotel professionals can augment their professional skill sets, ensuring effective and courteous communication in the industry. This initiative contributes to the development of well-rounded and competent hospitality professional.

## School of Law, PhD Scholar Oral Defence (Viva-Voce)

In the presence of **Prof. (Dr.) Vinay Kapoor Mehra**, former vice chancellor of **National Law University, Sonapat**, has extensive rich experience of 25+ years in the field of Teaching & Research, the School of Law at **IMS Unison University** began the stage of **Oral Defense** for its **Ph.D. Scholar, Ms. Rekha Giri**, on **September 15, 2023**. The session marked the presence of the respected Vice Chancellor, Pro-Vice Chancellor, Deans of respective Schools, as well as faculty members from the School of Law and other departments.

**Pro. (Dr.) Ashish Verma**, dean of the school of law, welcomed the dignitaries and outlined the session's structure. The oral defense of **Ms. Rekha Giri's** thesis titled "**Legal Control of Environmental Crimes with Special Reference to Wildlife and Forest Crime.**" began promptly. She used Non-Empirical & Descriptive research methodologies in her thesis. On her research journey, she has visited



numerous National Level Libraries, National Parks, and Wildlife Sanctuaries to analyze the ground reality of the implementation of related laws. She presented the various aspects of Wildlife Laws and explained that even a small creature like Honeybee is protected by wildlife laws. Soon, thereafter, the evaluators put up their questions before the scholar. She answered all questions with clarity & composure to the satisfaction of the evaluators. Lastly, she provided certain solid solutions for better administration & prevention of Wildlife Crimes.

The oral defense concluded on a positive note when the External Expert & Evaluator, Prof. (Dr.) Vinay Kapoor Mehra passed the verdict of approval & acceptance. The Supervisor of Ph.D. Scholar & Dean School of Law, Prof. (Dr.) Ashish Verma mostly presented his gratitude towards Maa Saraswati, remarking that "today some knowledge has been created."

## **Students Enjoy Puzzle Competition at School of Liberal Arts**

The School of Liberal Arts hosted an exhilarating team-based **Puzzle Competition** on **September 16** that saw six teams pitting their wits against a series of intricate challenges. In a race against time, team members tackled **shape puzzles**, and **math problems**, and scavenged for clues across the campus. The goal was to



decode the final puzzle and secure victory. The triumphant team comprised **Mr. Yash**, **Ms. Akshara**, and **Ms. Saloni** from BA V Semester, who cracked the puzzles in record time. **Mr. Roshan** and **Ms. Sonal** from the BA III Semester came in a close second. Participants

embraced the unique and engaging event with tremendous enthusiasm. The Dean, the School of Liberal Arts, **Prof. Dr. Madhu Prabhakaran**, extended congratulations to the winners and participants, rewarding them with gifts and sweets. **Dr. Neha Goyal** and **Dr. Manisha Mishra** expressed gratitude to the participants and student coordinators for making the event a resounding success.

## Film Screening Session by the School of Media & Communication Design

School of Media & Communication Design organized a film screening session of '**Jai Bhim**' for the students on **September 16, 2023**. The purpose of this screening was to help students understand how cinema constructs different narratives and myths, enabling them to gain insights into society's role in cultivating and establishing cultural norms.

## Debate Competition at the School of Media & Communication Design



A debate competition was organized by the School of Media & Communication Design on **16 September 2023**, "**Is cinema a reflection of society?**" The debate aimed to explore the layers of how cinema constructs various narratives and myths to depict society and its role in shaping cultures and norms. Students participated with

great interest, and the following students received certificates and positions in the debate competition:

**First Place: Vedanshi Oli (IMCD IIIrd Semester, SOMCD)**

**Second Place: Ashti Azad (BJMC Vth Semester, SOMCD)**

**Third Place: Vidip Kukreti (B.A. Hons. Ist Semester, SOMCD)**

## Outdoor Visit (Picnic) School of Law

On **September 16, 2023**, 67 law students from the BA.LL. B Programme embarked on a trip to **George Everest, Mussoorie**, accompanied by five faculty members from the School

of Law. The purpose of the trip was to provide students with an opportunity to relax, bond, and learn outside the classroom.

Activities included a historical tour of **George Everest House**, a nature walk, team-building exercises, and a picnic refreshment. The visit allowed students to connect theoretical knowledge with practical experiences, deepening their understanding of historical and geographical concepts.

The trip was coordinated by **Dr. Shoaib Mohammad**, and it was a success in achieving its educational and recreational objectives. It fostered stronger bonds among students and faculty and enriched students' academic pursuits. It exemplifies IMS Unison University's commitment to providing a holistic education.

### **School of Law Organized Faculty Research Seminar**



The **Faculty Research seminar** was conducted on **September 23, 2023**, and **Ms. Nimisha Singh** presented her research topic “**Influence of Emotional Intelligence and Self Efficacy on Psychological Wellbeing of Students**”.

She explained the objective of the study as to how emotional intelligence will have a positive effect on the psychological well-being of students and to see if further self-efficacy influences its effect. The nature of her hypothesis was directional and one-tailed. The theoretical concepts of **emotional intelligence (Salovey and Mayers)**, **Self-Efficacy (Bandura)**, and **psychological well-being (Carol Ryff)** were elaborated upon. Methods of the study involved collecting data from students in Dehradun on the respective three scales and then analyzing the raw data through **Freidman’s ANOVA**.

The event was participatory from beginning to end. Lastly, the speaker accepted the questions and suggestions from the Dean and other faculty members.



## School of Hospitality Management organized a Guest Lecture on "Current Trends in Modern Culinary Practices."

The School of Hospitality Management (SoHM) hosted an enlightening **Guest Lecture** titled **"Current Trends in Modern Culinary Practices"** on **September 26, 2023**. Renowned **Chef Rahul Wali**, an **entrepreneur**, and **Cordon Bleu alumni** with over two decades of industry experience served as the distinguished resource person. Chef



Wali shared valuable insights into both current and future culinary trends, shedding light on the evolving landscape and its associated challenges. The lecture concluded with an engaging Q&A session, providing students with a platform to further explore and clarify their queries about the dynamic culinary field.

## School of Hospitality Management Organized Faculty Research Seminar



On September 29, 2023, Dr. Abhay Chamoli, Assistant Professor, conducted a research seminar on the topic of "The Discussion" in research article writing. Participants gained insights into the various steps essential for efficient discussion writing, which included sequencing, result interpretation,

aligning references, and proposing recommendations based on research findings. Dr. Chamoli's presentation offered practical strategies to enhance the clarity and effectiveness of discussions, providing attendees with valuable skills to contribute meaningfully to academic discourse.

## School of Law Organized an LL.M Workshop on “Research Methodology.”

School of Law organized a two-day workshop on “**Research Methodology**” for LL.M students. The Convener for the workshop was **Dr. Shalini Saxena** and Co-Convener was **Ms.**



**Nimisha Singh.** The workshop began on September 29, 2023, with **Prof Dr. Ashish Verma**, Dean School of Law addressing the students with an “Overview on Research” and setting the context for a series of lectures. **Mr. Aman Gautam** presented the next lecture on “**Importance of research and**

**scope of legal research**”, where he explained to the students the importance of socio-legal research with relevant case laws. 3<sup>rd</sup> Lecture was delivered on “**Methods in Research**” by **Ms. Nimisha Singh**, students learned about the process involved in the identification of Research problems and types of Sampling. 4<sup>th</sup> lecture was by **Dr. Gaurav Chopra** where he explained to the students the ways in which “**data can be analyzed using statistical tools**”. Followed by the last session of the day by **Dr. Shoaib Md.** Where students learned about “**Report Writing**”.

The second day (30<sup>th</sup> September 2023) of the workshop began with Prof **Dr. Anjani Singh Tomar, Professor of Law, GNLU** delivering the lecture on “**Research Ethics**”. Her session was enriching, as she explained in detail the importance of ethics in socio-legal research using relevant case examples.



The next lecture was followed by **Dr. Amit Kumar Kashyap, Assistant Professor of Law, at Nirma University.** Sir gave his lecture on “**Utilizing digital tools and databases for effective research and publishing**”. The Last Lecture was delivered by **Mr. Ashutosh Kumar**, where he discussed “**Ethical and Legal Issues in Research and Publication**”. The workshop concluded with students gaining a vast knowledge of Research Methodology.

## School of Media & Communication Design Organized a Faculty Seminar on left attendees enthralled.



On September 30, 2023, the School of Mass Communication (SoMC) organized a highly engaging Faculty Seminar that left attendees enthralled. The resource person of the event was **Ms. Anushka Srivastava, Assistant Professor**, whose presentation was nothing short of captivating. With consummate

expertise, Ms. Srivastava delved into the intricate realm of **"Systematic Literature Review."** Her insightful exploration shed light on its pivotal role in meticulously assessing the influence of mass media in disseminating vital health-related information, particularly to women. The seminar proved to be a resounding success, offering valuable insights into the dynamic field of media and communication.

## School of Law, PhD Scholar Oral Defence (Viva-Voce)

In the presence of **Pro. (Dr.) Anjani Singh Tomar, Professor of Law and Head of Academic Affairs at Gujarat National Law University**, holds extensive experience of 17<sup>+</sup> years in the field of Teaching & Research, the School of Law at IMS UNISON UNIVERSITY began the stage of **Oral Defense** for its **Ph.D. Scholar, Ms. Akanksha Sachdeva** on **September 30<sup>th</sup>, 2023**. The session marked the presence of the respected Vice Chancellor, Dean SOL, Deans of respective schools, Supervisor **Dr. Shalini Saxena**, as well as faculty members from the School of Law and other departments. **Dr. Ashish Verma**, dean of the school of law, welcomed the dignitaries and outlined the session's structure.



The oral defense of Ms. Akanksha Sachdeva shortly began on the topic of her thesis titled **"Impact of Social & Cultural Changes on Right to Privacy in India - With Special Reference to Autonomy in Decision Making."** She used majorly doctrinal research methodology in her thesis with a touch of Empirical data. While answering the questions of the external expert. She successfully answered all questions put forth by the External Expert



on cases involving conflict between public peace or the right to privacy with clarity & composure to the satisfaction of the evaluators.

The oral defense concluded on a positive note when the External Expert & Evaluator, Pro. **(Dr.) Anjani Singh Tomar** passed the verdict of approval & acceptance. **Prof. (Dr.) Ashish Verma** presented his gratitude towards the external experts and dignitaries. Further, he appreciated the efforts showcased by the Supervisor of Ph.D. Scholar **Dr. Shalini Saxena** & other faculty members. Lastly while congratulating the Ph.D. scholar, he appreciated the consistent effort & sincerity put by her in her thesis.

## School of Hospitality Management Organized Barista Training Workshop



A **Barista training workshop** was organized by the **F&B Services team** of SoHM on **October 04, 2023**. The workshop will train the students and attendees on different types of coffee, their processing, brewing methods, and hands-on practice on latte art. A barista is a professional staff in a coffeehouse, or at times referred to as a

“**coffee artist**” who has extensive knowledge about coffee and prepares it on an espresso machine, decorates and serves coffee to the customer.

## 7<sup>th</sup> Convocation Ceremony at IMS Unison University



The prestigious occasion of the **7<sup>th</sup> Convocation** of IMS Unison University (IUU) held on **October 14, 2023**, witnessed a landmark celebration in which a total of **626 degrees and 13 gold medals**, along with the **Founder Chairman medal** and **Chancellor's medal** were conferred. **Hon'ble**

**Chancellor, IUU, Prof. Gurdip Singh** was the Chief Guest of the Ceremony.

The 7th Annual Convocation of IMS Unison University (IUU) began with an Academic Procession featuring dignitaries such as Chancellor **Prof. Gurdip Singh**, Chairman **Shri Amit Agarwal**, Vice Chancellor **Brigadier (Dr.) M. Srinivasan**, Pro Vice Chancellor **Prof. Ravikesh Srivastava**, and **Registrar Col. Pranav Kumar**. The ceremony opened with the National Anthem, followed by Prof. Gurdip Singh declaring the convocation open.

In his welcome address, Brigadier Srinivasan congratulated the 626 graduating students, acknowledging their hard work, and emphasizing the importance of lifelong learning and contribution to society. He expressed confidence in their future success.



Prof. Gurdip Singh, in his convocation address, praised the university's rapid growth and its focus on excellence in teaching, research, and ethics. He congratulated the students, faculty, and administration for their collective efforts and expressed confidence in the graduates' ability to face future challenges and contribute to national development.

During the ceremony, the Souvenir was released, and the vote of thanks was delivered by **Col. Pranav Kumar**. The event concluded with the National Anthem, marking the end of a proud and celebratory occasion.



The 7th Convocation was a celebration of the graduates' hard work and determination, with a strong sense of pride and achievement shared by students, families, and guests alike. The event highlighted the university's commitment to shaping well-rounded individuals prepared for the challenges of the future.

## School of Law Faculty Research Seminar

The Faculty Research Seminar was conducted by **Dr. Sudhanshu Chandra** on **October 21, 2023**, addressing the intriguing topic of "**Quasi Contract.**" The seminar aimed to explore the legal aspects of a contract and its essentials and drew comparisons to established principles of



various types of contract law. The basic elements of a contract and the intricacies involved in the formation of a contract were deliberately discussed. Attendees were left with valuable insights into the intricacies of the formation and enforcement of the contract. Overall, the seminar proved to be a significant contribution to the ongoing academic discourse on the law of Quasi-Contract and garnered positive feedback from all participants.

## Half Marathon



The **2nd edition of Half Marathon** with the theme of "**Run Against Corruption**" was organized by **Sportivo - The Sports and Adventures Committee** of IMS Unison University, Dehradun. It was successfully organized witnessing an incredible turnout of participants that united runners, volunteers, and supporters

in the fight against corruption. The marathon covered a challenging **10 Kms.** course through a scenic and well-marked race route. It started at 7:15 with participants' spirit and enthusiasm, it was later marked by cultural team's performance that added a burst of colour, rhythm, and artistry to the event.

The marathon was flagged off by **Dr. Ravikesh Srivastava**, Pro-Vice Chancellor, IMS Unison University and Valedictory session was graced by the presence of Hon'ble Vice-Chancellor **Brigadier (Dr) M Srinivasan (Retd.)**. In total,



*Annual Report 2023-24*



over 65-70 students across five schools participated marking a symbol of unity, determination, and a collective stand against corruption.

## **School of Hospitality Management Organized a Workshop on Tea and Tisanes**



A workshop on **Tea and Tisanes** was conducted on **October 23, 2023**. The resource persons for the workshop were **Dr. Amit Tariyal & Mr. Shashikant**. This workshop offered a unique opportunity to build brewing skills in various types of teas and tisanes.

## **School of Hospitality Management organized a Monthly Faculty Research Seminar**

The monthly faculty research seminar was conducted at SOHM on **October 27, 2023**. **Mr. Devashish Pandey, Assistant Professor** at school was the resource person for the seminar titled "**Developing Staff Performance through Staff Engagement in QSR -A Case Study of Uttarakhand**".

The session touched upon the understanding and significance of staff engagement practices in QSR. Employee engagement is crucial in the Quick Service Restaurant (QSR) industry to ensure that employees are motivated, satisfied, and committed to their roles. Engaged employees tend to provide better customer service, are more productive, and help create a positive work environment.



## Faculty Research Presentation on “Green Marketing Mix as a CSR Tool”

School of Management organized a **Faculty Research Presentation** on **October 30, 2023**,



on the topic of “**Green Marketing Mix as a CSR tool**” presented by **Dr. Priyanka Gosain, Assistant Professor, School of Management, IIU**. Green Marketing Mix as a CSR tool has become a necessity for businesses looking to thrive in an

environmentally conscious world. By focusing on product, price, place, and promotion with a sustainability lens, companies can achieve a balance between profit and responsibility.

When done right, green marketing not only benefits the environment but also bolsters brand reputation, attracts conscientious consumers, and ensures long-term business viability. Embracing green marketing as a CSR tool is a win-win strategy for businesses and society alike, paving the way for a more sustainable and responsible future.

## Uttarakhand Foundation Day

**Abhivyakti, the Literary club**, and **Sanskriti, the Cultural club** of **IMS Unison University** organized an event to observe **Uttarakhand Foundation Day** on **Thursday, the 9th of Nov.2023**. The event comprised presentations on the cultural and political importance of our state, a fun Quiz, poetry recitation, story



narration, traditional Pahadi dance performances and a video montage on the importance of the day by the students of the two clubs. The event was inaugurated by the Vice Chancellor and Deans of all schools. The event came to an end with an interesting speech by the vice chancellor followed by a vote of thanks by the Dean student Welfare. The event proved to be a successful attempt in connecting us to the traditional and cultural importance of our state.

## School of Law Organized Faculty Research Seminar



The **Faculty Research Seminar** was conducted on **November 18, 2023**, on the topic of **Access to Justice during the Covid-19 Pandemic: Role of Technological Interventions** by **Mr. Anoop Kumar**, Assistant Professor School of Law). COVID-19 has

become one of the worst crises in human history and has affected not only the socio-economic and political setup. It has also created a vacuum in the justice delivery system across the world. Given that norms of social distancing and lockdowns have adversely affected the quest for justice, especially in countries like India, the huge pendency of cases has added fuel to the fire. In this regard, the role of the honorable high courts and the Supreme Court cannot be ignored since they came out with detailed guidelines for promoting access to justice during a pandemic. The session ended on a high note with the question-and-answer session.

## School of Hospitality Management organized a Workshop on Molecular Gastronomy

As part of the ongoing festivities in honor of **International Chefs Day**, the School of Hospitality Management hosted an enlightening workshop on **molecular gastronomy** for students on **November 21, 2023**. This captivating event delved into the rich history and significance of molecular gastronomy, a culinary art that has been redefining the gastronomic landscape. The workshop proved to be an incredible learning opportunity, offering students an in-depth understanding of seven distinct techniques within the realm of molecular gastronomy.



In sum, the School of Hospitality Management's workshop on molecular gastronomy was a remarkable exploration of this captivating culinary art. It not only celebrated the significance of **International Chefs Day** but also provided students with valuable insights and hands-on experience with techniques that are at the forefront of culinary innovation. This event truly

*Annual Report 2023-24*



expanded the horizons of gastronomic creativity for the aspiring chefs of tomorrow. Resource persons for this workshop were **Dr. Chef Abhay Chamoli** and **Chef Devashish Pandey**.

## **Guest Lecture for MBA Students on “Automotive Disruption and the Urban Mobility Revolution”**



**Dr. Kailash Srivastava, Professional turned Academician & Former Vice Chancellor, of Symbiosis University, Indore** conducted an interactive session (student seminar) with MBA students of I Semester of School of Management, IMS Unison University on the topic of **“Automotive Disruption and the Urban Mobility Revolution”** on

**November 23, 2023.** The guest lecture provided an enriching platform for MBA students to grasp the complexities and opportunities arising from the automotive disruption and urban mobility revolution. It stimulated discussions on innovation, sustainability, collaboration, and strategic adaptation, equipping future business leaders with a holistic understanding of the evolving automotive landscape.

**Dr. Kailash Srivastava** shared his insightful experiences and apprised students of the latest trends in the industry. He enthusiastically responded to various queries raised by the students through his valuable input which proved to be an eye-opener.

## **IMS Unison University organizes its Annual Cultural Fest, “Lamhe 2023.”**

**Lamhe 2023, the annual Cultural Fest** of IMS Unison University (IUU) opened with grandiose and pomp on **November 24, 2023.** The event has reached its greater heights due to the untiring efforts of the organizing team and the enthusiastic students. Students from various universities and colleges



from across the country participated in different departmental events of IUU. The first day was filled with thrills and fun comprising music, art, quizzes, fashion, rock bands and humor.

The inaugural ceremony held at 10 a.m. in the university campus. It opened with a debriefing session by the **Dean Student Welfare (DSW), Dr. Vinay**

**Rana.** He welcomed students from other universities, he expressed his pleasure at the overwhelming participation from other universities in the fest and advised them to indulge themselves in two days of fun and creativity.



This was followed by the welcome address by the **Honorable Vice-Chancellor Dr. Ravikesh Srivastava.** In his inaugural speech, he acknowledged the enthusiasm of the students and the participants regarding taking part in the events and in showcasing their talents and all-encompassing passion.

He called attention to the variety of activities waiting to be explored in the next two days and urged the students to showcase their talent. He asked them to nurture their talent in due course of time, without any inhibitions and he guaranteed the institution's willingness to play host in ensuring the comfort of the students. The Vice-Chancellor congratulated the organizers for developing a meticulous plan and unrolling it to be accomplished in the next 48 hours.

The event was attended by the Deans and Heads of all schools, Dean Training and placement, Chief Proctor and Director IQAC, faculty, and staff members.

The first day of Lamhe saw various events like Mind Conclave, Innov-Sprint and Corporate Games by the School of Management. The School of Law



conducted Vaad Vivad (Legal Debate), Legal Camera while School of Hospitality Management conducted fun events like Sweet Treat Culinary Contest and Best out of Waste. The School of Liberal Arts conducted Creative Writing and Open Mic which kept the festive spirit going in the students while the School of Media and Communication Design conducted an RJ Hunt and the Photography contest.

The fun events of the day were Sur Sangam (solo and duet singing), War of Bands - Band Combat, and Grandeur - The Fashion Show. The first day of the event was successfully closed with a DJ Night.

## Day 2



Lamhe, the annual inter-university cultural extravaganza, kicked off the second day with great enthusiasm and fervor. On the **second day of Lamhe 2023** held on **November 25**, several events and competitions were conducted by the different Schools along with main events such as Nritya-O-Logy (Solo, duet, and group dance).

The second day of Lamhe saw various events by the School of Management like Innov Sprint, Thrill Pulse, and Fit-o-Manage. The School of Law conducted Turn Court, and Legal Poster Making Competition while School of Hospitality Management conducted fun events like T-shirt Painting and Master Blender. The School of Liberal Arts conducted an Entertainment Quiz which kept the festive spirit going in the students while the School of Media and Communication Design kicked off the AD Mad Show where students showcased their creativity through advertisement conceptualized on the spot.

Cultural events such as Nukkad Natak, Face Painting and Photo Montage ensured that everyone's interest were covered as part of this inter-collegiate techno-cultural show.

Students from various universities like Graphic Era, UPES, DIT University, Doon Business Schools, Zee Himgiri, Doon



*Annual Report 2023-24*

University, Uttaranchal University and many more exhibited unique cultural diversities through their submissions and participation in the countless events being conducted as part of the fest.

The second and final day of the cultural fest ended with the live performance by the renowned Gajendra Verma, an Indian singer, composer, and lyricist, best known as for songs such as “Tune mere jaana” and “Tera ghaata”. The students danced and swayed to the rhythm of his tune throughout the performance. Two days of fun and frolic embedded with tantalizing, mind blowing events and celebrity performances came to an end in a unique and magical way.

With a leviathan footfall comprising of students from various universities and colleges LAMHE 2023 created lasting memories for all participants and students at IMS Unison University.

#### **Events and winners of the second day:**

**T-shirt Painting - Diksha Joshi, Malti Rana (IMS Unison University)**

**Entertainment Quiz - Rohit Negi, Vishal Farswan (IMS Unison University)**

**Turn Court - Aman Qureshi (IMS Unison University)**

**Master Blender - Priyanshu Bisht, Aditya Rajput (IMS Unison University)**

**AD Mad Show - Hafsa Farooqui, Akshita Thapa (IMS Unison University)**

### **School of Management Organized Faculty Research Presentation by Dr. Suneel Gupta**



School of Management organized a Faculty Research Presentation on **November 30, 2023**, on the topic of **“Reputational Impact of Covid 19 Pandemic Management on World Health Organization among Indian public health professionals.”** presented by **Dr. Suneel Gupta, Director IQAC & Professor - School of Management, IIU.**

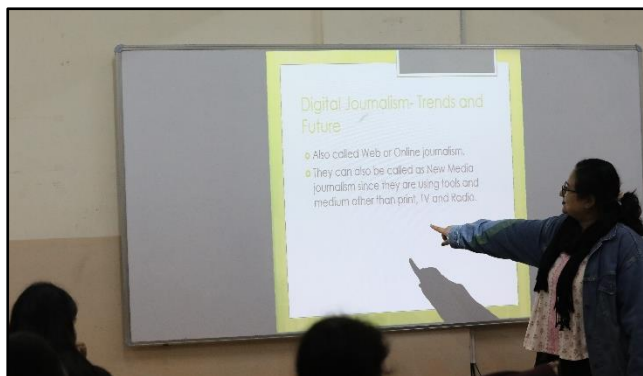
*Annual Report 2023-24*



The COVID-19 pandemic has not only posed significant health challenges but has also tested the credibility and reputation of global health organizations, particularly the World Health Organization (WHO). This faculty research presentation delves into the perceptions and reputational impact of the WHO's management of the pandemic among Indian public health professionals. This presentation provides valuable insights into the complex interplay between global health governance, local perceptions, and the reputational impact of pandemic management strategies, specifically focusing on the World Health Organization within the Indian public health community.

## **School of Media & Communication Design Organized Faculty Seminar on Digital Journalism**

The School of Media & Communication Design organized a faculty seminar on **“Digital Journalism: Trends and Future”** on **November 30, 2023**. **Assistant Professor Dr. Anwesha Sen Majumdar**, a faculty member, of SOM&CD was the resource person for the seminar. The seminar aimed to shed light on the changing landscape of journalism in the digital era and explore the emerging trends and potential opportunities in this field. Dr. Anwesha Sen explored how digital journalism has revolutionized the way news is consumed and represented, emphasizing the importance of adapting to new digital tools and techniques.



## **School of Law Organized Faculty Research Seminar**



In the series of **Internal Faculty Seminars**, on **December 12, 2023**, a seminar was organized by the School of Law on the topic **“Public Law Principles in Private Wrongs: Constitutional Perspective on Indian Tort Law”**. The topic was presented by **Mr. Rajiv Kumar, Assistant Professor**, School of Law. This

seminar enabled the faculties to understand how the development of public interest litigation

has blurred the distinction between public law and private law. In this seminar, Mr. Kumar discussed the interaction between Indian constitutional law and tort law, particularly focusing on the significant expansion of fundamental rights jurisprudence by the Supreme Court of India. He concluded with the suggestion that the higher judiciary must take some steps to deal with the problem and protect the interest of the private parties and for that, the lower judiciary must be strengthened for proper adjudication of tort cases in India. The Seminar ended with a question-answer session.

## **School of Media & Communication Design Organized Faculty Seminar on Social Media Literacy and Its Relevance in Contemporary Times**

The School of Media & Communication Design (SoM&CD) organized a departmental



faculty seminar on **December 19, 2023**. The resource person for the seminar was **Ms. Sakshi Tiwari**, Assistant Professor, SoM&CD. Ms. Tiwari spoke about **social media literacy and its relevance in contemporary times**. She discussed

how, over time, social media has become a major platform for committing cybercrime and how a lack of social media literacy among youth is making them more vulnerable to such crimes. The presentation ended with a question-and-answer session.

## **School of Hospitality Management Organized Monthly Faculty Research Seminar @ SOHM - "H-Index"**



**Mr. Sumit Pratap**, Assistant Professor from the School of Hospitality Management delivered an intuitive presentation titled **"H-Index"**, **December 26, 2023**, as a part of the **Faculty Research Seminar Series**. The h-index captures research output based on the total number of publications and the *Annual Report 2023-24*



total number of citations to those works, providing a focused snapshot of an individual's research performance. The seminar covered ways to measure your research impact via the H-index through a range of tools including Web of Science, Scopus & Google Scholar. It created awareness among the faculty members about publications, citations, and h-index as per NAAC requirements.

## **School of Management organized a Workshop on Corporate Etiquette.**



School of Management conducted an activity “**Workshop on Corporate Etiquettes**” for its students on **January 05, 2024**, in the Seminar Hall, Block V, IUU campus. Hon’ble Dean School of Hospitality Management, **Dr. Vinay Rana** was

the Resource person for this workshop. He shared his insightful experiences and apprised students of the latest trends in the industry. He enthusiastically responded to various queries raised by the students through his valuable input which proved to be an eye-opener.

The Workshop on Corporate Etiquettes was a resounding success, empowering participants with the knowledge and skills needed to excel in today's professional environment. By mastering the art of corporate etiquette, participants are better equipped to navigate the complexities of the workplace with confidence, integrity, and professionalism. As they apply these principles in their daily interactions, they will undoubtedly enhance their brand and contribute to a culture of respect and excellence within their organizations.

## **School of Liberal Arts Organized Art and Craft Workshop**

On **January 10 and 11, 2024** the School of Liberal Arts, IMS Unison University organized the **Art and Craft Workshop** in which the students were taught the basics of **Mayurbhanj Chhau**, a martial dance form along with **Acro yoga and Floor Contemporary dance**. Eminent performers from Gurgaon, the founders of the



**Shree Swati Foundation of Performing Arts, Mr. Shree Ram Sankhla, and Ms. Swati** were the chief guests for this highly engaging workshop. They were assisted by another performing artist, an **Odissi dancer, Ms. Simran Zaman**. They organized interactive sessions in which the students learned movement therapy, **Chhau**, contemporary, and acro yoga and the students finally showcased a creative, contemporary piece on 11<sup>th</sup> January. The artists themselves presented a splendid, conceptual performance on **Virah** (based on the plight of elephants in Kerala and stressed the urgent need for wildlife conservation) and another interesting choreography based on Robert Browning's poem, '**Porphyria's Lover**'. Interactive question-answer sessions were also conducted, and the students got to know about career options in the field of Performing Arts. The students also participated in the fashion walk organized by **Zaria. Mr. Manmeet Chadha and Ms. Amy Chadha, the founders of Zaria Fashion** shared their views on sustainable clothing and inspired the creatively inclined students to pursue fashion designing as a career option. They also talked about folk and indigenous crafts like Madhubani painting, Kalamkari painting, fabric painting, and the future potential of the fashion industry.

## **NATIONAL YOUTH DAY & BLOOD DONATION CAMP**

On **Friday the 12th of January 2024**, IMS Unison University celebrated National Youth Day with a true show of solidarity and enthusiasm among its youthful population of students by organizing a **Blood Donation Camp**. **Aided by the IMA, Dehradun**, students across the five schools of the university were the major contributors to the **116 units of blood collected** in a matter of hours. The ten beds were never empty, and the bytes taken from the donors spelled out the gladness felt at large in being part of a humanitarian cause. Indeed, the drive to donate. This significant milestone was not only a testament to the generosity and community spirit prevailing in the region but also underscored the dire need for such voluntary contributions.



To amplify the impact of this blood donation drive, a captivating **superhero campaign** was orchestrated. To honour and recognize the invaluable contributions of the first donor from each of the 15 distinct categories, they were symbolically crowned as superheroes of their

respective program or category. However, the overarching sentiment emphasized that every single donor, irrespective of the category, truly embodied the essence of a superhero by selflessly serving a greater cause through their benevolent act.



In a way, it was a great tribute to the birth anniversary of Swami Vivekananda, who strove for the very values that were showcased in this successful initiative undertaken by IUU to spread awareness within its walls and contribute to society in a meaningful way.

The orchestrators of this remarkable initiative, namely **Kalashilp** for celebrating **National Youth Day** and **the Sportivo committee** supported by the dedicated **team of the Sevarth Club**, deserve commendation for their praiseworthy efforts.

### **School of Mass Communication organized a Media Workshop.**



School of Mass Communication hosted a **one-day Media workshop** on **January 13, 2024**, on “**Radio Production Program**”. **Radio Jockey Gaurav Bhatt** from **Red FM Dehradun** delighted students with his arrival as a resource person, shared his experiences, and taught the practical details

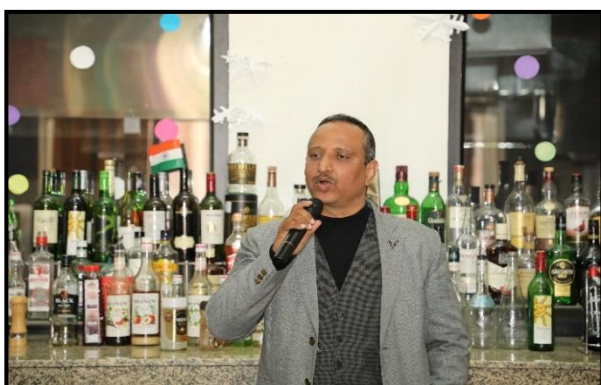
of Radio Jockey. From a career perspective skills requirements and challenges that radio jockey regularly faces in their day-to-day professional journey. Students were even assigned practical learning to enhance their on-the-spot speaking and jockeying skills. Students’ participation with great enthusiasm in large numbers made the event grand and successful.

## School of Hospitality Management Organized First Aid Workshop

On **20 January 2024**, the School of Hospitality Management organized a **First Aid Workshop**. First aid is considered crucial because timely assistance in case of an emergency can save the injured person's life. In most medical emergencies, it is always a race against time, and acting promptly is of crucial essence. In critical situations, a sick or injured person may not be able to wait until proper medical care arrives. The student learned the first aid techniques from **Ms. Deepika Sajwan** with a demonstration of techniques by **Ms. Parul Tiwari**, a Nurse from the Infirmary of the University.



## School of Hospitality Management Workshop on Warm Mocktails & Cocktail



In a delightful fusion of education and entertainment, the School of Hospitality Management (SoHM) at IMS Unison University organized a captivating workshop on **warm mocktails and cocktails** on **20 January 2024**. This engaging event brought together eager students from various disciplines, all

looking to broaden their knowledge of mixology and beverage craftsmanship. The workshop was conducted by two seasoned experts in the field, **Dr. Amit Tariyal and Mr. Shashi Kant**.

The event kicked off with an insightful introduction by Dr. Tariyal, who set the tone for the workshop by emphasizing the art and science behind crafting warm mocktails and cocktails. Students were taken on a journey through the history of mixology, understanding the nuances of flavors and the importance of presentation in the beverage industry.

As the theoretical foundation was laid, the workshop seamlessly transitioned into the practical demonstration by Mr. Shashi Kant. The attendees were treated to a live showcase of innovative warm mocktail and cocktail recipes, each carefully crafted to showcase the



balance of flavors, aroma, and visual appeal. The participants were not mere spectators; they actively engaged in hands-on sessions, allowing them to experience the craft firsthand under the guidance of the experts.

## Guest Lecture Organized by the School of Law



A **Guest Lecture** was organized by the School of Law on **January 23, 2024**, through Resource person **Mr. Shekhar Choudhary**, **Faculty of Public Administration and General Studies, Master Trainer Panchayati Raj Department, Uttarakhand Government, Ex-PCS officer Uttar Pradesh Government**. He is currently

Pursuing PhD -in Public Policy (Jindal Global University, Sonipat). He has qualified NET in Public Administration. He shared his knowledge about **“Public Policy and Administration”**.

The session started lightening of the lamp by the Guest, Dean, and the faculties of the School of Law followed by the welcome of the guest with a Bamboo Sapling which was presented to Mr. Shekhar by the Dean, School of Law, **Dr. Ashish Verma**. The Guest enlightened the students with the nitty-gritty of the topic and how it will help them in their prospective careers. Some of the topics that were covered included an introduction to public policy and its importance. How it is essential for budding lawyers, the sources, and new technologies for the welfare of the public.

Administration and Bureaucracy at the Centre, State, and District levels. Hierarchy, power and function, District Collector / DM – their power and functions, the role of commissioner, the formation of policies, and when enforced as legislation were also discussed.

The lecture was concluded by answering the questions and queries from the audience.

The event was concluded with felicitation of the guest by Hon’ble Dean, School of Law followed by a Vote of Thanks by **Ms. Manju Uppal**.

## Guest Lecture on National Tourism Day



The School of Hospitality Management conducted a **Guest Lecture on National Tourism Day 2024** celebrations on **January 25, 2024**. The resource person was **Mr. Siddhartha Juyal, Training Manager, Welcome Hotel the Savoy, Mussoorie.**

The speaker highlighted that in contemporary times, the tourism and hospitality sectors have emerged as pivotal industries, significantly contributing to the economic advancement of any country. Tourism encompasses a diverse array of activities, services, and enterprises that collectively offer a comprehensive travel experience, including transportation, lodging, dining, entertainment, and attractions.

The speaker provided practical wisdom drawn from his professional experience, illuminating the hurdles faced in the industry. The lecture focused on vital facets of the hospitality and tourism domain, exploring subjects like career advancement, grooming, the need for travel, and proactiveness. The primary aim was to equip students with a thorough grasp of these varied segments within the sector. The lecture sought to enhance students' understanding by incorporating practical experiences and insights shared. The approach is aimed at cultivating a more profound appreciation for the diverse dimensions inherent in the dynamic field of hospitality and tourism.

## Monthly Faculty Research Seminar organized by SOHM on “Referencing.”

The School of Hospitality Management (SoHM) at IMS Unison University, on **January 30, 2024**, organized a compelling **faculty research seminar** on the crucial topic of **"Referencing"**. **Mr. Shashi Kant**, an assistant professor, led the seminar, which aimed to give faculty members useful insights into the nuances of referencing in academic and research writing.



Understanding the Importance of Referencing Mr. Shashi Kant elucidated the importance of



referencing in academic writing. He emphasized how proper referencing contributes to the credibility of research and ensures that intellectual property rights are respected.

The seminar delved into various referencing styles, such as **APA, MLA, Chicago, and Harvard**. Mr. Shashi Kant provided practical tips on choosing the right referencing style based on the academic discipline and publication requirements.

A significant portion of the seminar was dedicated to discussing plagiarism and strategies to avoid it through effective referencing. Mr. Shashi Kant shared practical examples and tools to help faculty members and researchers maintain academic integrity.

## **Guest Lecture for School of Management Students on Budget Analysis**



An inquisitive session on **Budget Analysis - 2024** was conducted for the students at the School of Management at IMS Unison University on **February 06, 2024**. **CA Mr. Rishabh Saxena** and **CA Ms. Sulbha Gambhir** were the guest speakers for this interactive session, both speakers gave meticulous and wonderful

insights into the **Union budget** presented on **01 February 2024** by **Finance Minister, Smt. Nirmala Sitharaman**.

The session was well taken and enjoyed by the students. The technical terms were articulately decoded for better understanding of the students. The speakers were felicitated by **Prof. (Dr.) Rajeev Srivastava**, Dean, SoM and **Prof. (Dr.) Amit Adlakha**, Dean, Career Services of the IMS Unison University.

## Faculty Internal Presentation (FIP) Seminar on the Importance of Various Disciplines

On **Saturday, February 17, 2024**, the Faculties of the School of Liberal Arts (SoLA) organized a **presentation on the importance of various disciplines** in the School of Liberal Arts for the students of the first year, BA (Hons) who will now be opting their major subjects in the second year. The respective faculty members in their PowerPoint presentations made students aware of the importance of their academic disciplines- how these subjects add value to their lives, the overall course structure, and the diverse career opportunities within those subjects. Every presentation was followed by a discussion session in which students came forward to have their queries addressed. Dean SoLA and **Prof. Madhu Prabhakaran** presided over the session and added their insights for each subject.



## School of Liberal Arts organized a Special Session on ‘How to Read a Film’



employed by Indian filmmakers.

**Dr. Abhishek Juneja**, Assistant Professor at SoLA, led an engaging session titled “**How to Read a Film**” on **February 23, 2024**. Participants explored the intricacies of decoding films, gaining insights into the art of analyzing and interpreting visual storytelling. Dr. Juneja's expertise shed light on the underlying narratives, symbolism, and techniques

## Faculty Research Presentation on “Identify Pattern in Data using Machine Learning Tool.”

School of Management organized an enlightening **Faculty Research Presentation** focusing



on the topic “**Identify Pattern in Data using Machine Learning Tool,**” an innovative application of machine learning tools, particularly the renowned software, **Weka**. The captivating session, held on **February 24, 2024**, delved into the realm of

identifying patterns in data, showcasing the significant role of machine learning in unraveling valuable insights.

The event commenced with a warm welcome, emphasizing the importance of staying abreast of technological advancements in the ever-evolving landscape of business and data analysis. The featured presentation, led by Dr. Rajeev Srivastava, Professor & Dean- School of Management, provided an in-depth exploration of the utilization of Weka, a powerful and user-friendly machine learning tool. The speaker adeptly navigated through the intricacies of data pattern recognition, illustrating the step-by-step process of utilizing Weka for this purpose.

The faculty audience was introduced to the fundamental concepts of machine learning and the diverse algorithms integrated into Weka. Practical demonstrations showcased how the tool efficiently processes and analyzes data, bringing out patterns that might be elusive through traditional methods.



The presentation not only highlighted the theoretical underpinnings but also demonstrated real-world applications and case studies where Weka played a pivotal role in identifying patterns and enabling data-driven decision-making. The audience, comprised of faculty members from various areas within the School of Management, actively engaged in discussions and posed insightful questions, fostering a collaborative, and intellectually stimulating environment.

The Faculty Research Presentation concluded with a reflection on the potential impact of incorporating machine learning tools like Weka into research endeavors within the School of Management. Attendees left with a renewed appreciation for the capabilities of machine learning in handling complex data sets and identifying patterns that can inform strategic decision-making.

In essence, the event catalyzed the fostering of a culture of technological integration and research innovation within the School of Management. The initiative underscored the importance of equipping faculty members with the skills and knowledge needed to harness the power of cutting-edge tools like Weka in their research pursuits, ultimately enhancing the school's academic and research profile in the digital age.

### School of Mass Communication organized a Media Conclave



The School of Mass Communication successfully organized the **Media Conclave 2024**, held from **March 1-2, 2024**. The convener of the Media Conclave was **Dr. Anwesha Sen Majumdar**, faculty, SoMC, and co-convener, **Dr. Purnima Oraon**, faculty, SoMC. The event consisted of talks from industry experts which

played an immense role in imparting invaluable knowledge to the enthusiastic students. The experts invited include **Ms. Sarvapriya Sangwan**, a **Ramnath Goenka Awardee**, **Editor – Digital Videos, BBC**, also a former **NDTV anchor**, and **Mr. Anupam Trivedi**, **Uttarakhand Editor, News 18**.

The Media Conclave also consisted of three competitions which saw eager participation from over 70 students from universities including DIT University, Graphic Era University, Doon University, and more. The competitions included the **Mobile photography competition** which was judged by **Mr. Uma Shankar Bahuguna**, a renowned photographer. Other competitions included a **short film competition** judged by **Mr. Akshat Seth**, faculty, School of Liberal Arts, and **RJ Hunt**, which was judged by **RJ Gaurav Bhatt**, a radio jockey with Red FM. Overall, the two-day event was successful with active participation from students and faculties alike.



## Sportathlon- 2024

The annual sports meet '**Sportathlon**' at IMS Unison University began with great zeal, and **Mr. Kunal Chandela**, a renowned **Ranji player**, graced the event as the chief guest,



inspiring students to embrace sports for mental and physical well-being. **Prof. Ravikesh Srivastava**, Vice Chancellor (Officiating), emphasized the values of competitiveness, sportsmanship, and teamwork. The day started with a spirited march past by teams from

different schools. The Registrar, Deans, and other dignitaries showed support. Day one featured intense matches in Football, Basketball (Boys and Girls).

Sportathlon 2024, hosted by IMS Unison University, Dehradun, continued its fervent energy on Day 2 with captivating **volleyball matches** and a range of electrifying events, including **athletics, tug of war, shot put, long jump, and discus throw**. The cricket match added to the excitement, highlighting the talent and energy of the participants. Notable victories included the **School of Management (PG)** triumphing in **volleyball and shot put**, while the **School of Law** excelled in the **400-meter race and discus throw**. The day showcased IMS Unison University's dedication to holistic development through sports and recreation.



The final day of Sportathlon 2024 at IMS Unison University showcased enthusiasm and sportsmanship, featuring riveting **cricket matches** and **indoor events like chess and table tennis**. The highlight was the cricket match, concluding with the **School of Law** emerging victorious, with **Vaibhav Vashisht** named the tournament's best player. In badminton, **Rishav Tomar** and **Sameer Yadav**, shone in **Boys singles category**, while **Animesh Shukla**



and Pranav triumphed in boy's doubles. Divyanshi Joshi and Kirtika Srivastava excelled in girls' singles, with Saumya Kashyap and Anshika Chandra winning girls' doubles.



Indoor events saw spirited competition, highlighting IMS's vibrant sports culture.

IMS Unison University's 'Sportathalon 2024' concluded with a ceremony honouring winners for athleticism and sportsmanship, showcasing the institution's commitment to holistic growth. **Dr. Anil Subbarao Paila**,

Vice-Chancellor, personally recognized outstanding players, praising the organizing team's dedication. Pro-Vice-Chancellor **Dr. Ravikesh Srivastava** commended students and participating schools. The highlight was the announcement of **Rahil Sajwan from the School of Management** as the **Best Player of the Year**, the **School of Law** receiving the prestigious **President's Medal**, and the **School of Management** as the **Vice-Chancellor's Trophy runner-up**.

## Faculty Internal Presentation Seminar at SoLA



The School of Liberal Arts organized a **Faculty Internal Presentation (FIP)** seminar on **March 22, 2024**. The presentation was given by **Dr. Surendra K Yadawa**, Assistant Professor SoLA. Dr. Yadawa along with **Dr. Rai Ganguly** attended an **FDP organized by**

**the National Institute of Disaster Management (NIDM) in January 2024**. The FDP/Workshop was primarily to make people aware of the impending environmental disasters that may strike at any moment, and how one could take care of them. Dr. Yadawa described in detail the lessons learned from the workshop and how those can be implemented

to safeguard our future in an era of climate change and increased intensity of floods, earthquakes, and other natural disasters.

Faculty members from SoLA as well as Dean **Prof. Madhu Prabhakaran** were present on the occasion and engaged in constructive discussions on the issues of climate change and disaster prevention. The school will continue to organize seminars and discuss issues of research related to various academic topics.

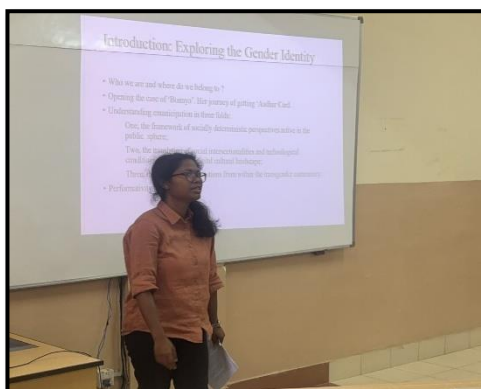
## Faculty Monthly Research Seminar on Referencing Styles

A monthly faculty research seminar on the important topic "**Citations and Referencing Styles**" was conducted at the School of Hospitality Management on **March 29, 2024**. The objective of the seminar, which was led by **Ms. Deepika Sajwan**, Assistant Professor was to provide faculty members with helpful insights into the subtleties of referencing in academic and research writing. The significance of referring to academic writing was clarified by Ms. Deepika. She underlined how appropriate reference protects intellectual property rights and enhances the validity of research. The session covered a **variety of referencing formats**, including **APA, MLA, and Vancouver**, and offered helpful advice on selecting the appropriate format depending on the publication requirements and academic field.



## Faculty Seminar at SOMC

The School of Mass Communication organized a **faculty seminar** on **March 31, 2024**, on



the topic '**Reading the 'Construction of Transgender Identity in Digital Cultural Landscape.'**

The resource person was **Dr. Purnima Oraon**, a faculty member (SoMC). She explored **how gender identity transgressed under the existing patriarchal structure**.

The presentation underlined an analysis of transgender identity emancipation in three folds: one, the framework of socially deterministic perspectives active in the public sphere; two, the translation of social intersectionality and technological conditionings across the digital cultural landscape and three, the subjective contestations from within the transgender community. Overall, it was an enlightening seminar for all.

## **‘Vocal for Local’: Empowering Indian Summer Drinks at SOHM Workshop**

**Dr. Amit Tariyal** and **Mr. Shashikant** of SOHM hosted a session on **April 2, 2024**, focusing



on Indian summer drinks that need to be featured on bar menus to support the **"Vocal for Local"** initiative. During the workshop, students were educated on creating a bar list that highlights Indian beverages and their role in promoting social responsibility for indigenous

products. The session also emphasized the health benefits associated with these traditional drinks.

## **‘Taste of Uttarakhand’ Enlivens School of Hospitality Management**

On **April 10, 2024**, the School of Hospitality Management (SOHM) embraced the tranquil spirit of Uttarakhand through a vibrant theme lunch, **"Taste of Uttarakhand"**. This event aimed to immerse students in the rich heritage and culinary traditions of the Garhwal region.

### **Event Highlights:**

- **Atmosphere and Decor:** The lunch took place in a lively setting, beautifully decorated with traditional Garhwali elements, creating a culturally immersive experience. The enticing scents of Garhwali





spices filled the air, captivating attendees and evoking a sense of nostalgia.

- **Gastronomic Experience:** Guests were treated to an array of Garhwali specialties, skillfully prepared by chefs and students. The menu included traditional dishes such as **Phaanu** (lentil curry), **Kafuli** (spinach dish), **Aloo ke Gutke** (spiced potatoes), **Laal Chawal**, **Kumaoni Raita**, **Mandua/Lesu Roti**, **Jhangore ki Kheer** (millet dessert), and **Bal Mithai** (fudge-like treat). Each dish provided a taste of Garhwal's culinary heritage.
- **Cultural Enrichment:** The event was complemented by traditional **Garhwali folk music performances**, which enhanced the cultural immersion and added a melodic touch to the occasion.
- **Acknowledgements:** Dean **Dr. (Prof.) Vinay Rana** expressed gratitude to **Mr. Jayant Kataria**, Director of Human Resources, **Ms. Rachna Pokharia**, Learning & Development Manager from 70, Hyatt Regency, Dehradun, the **Honorable Vice Chancellor of IMS Unison University**, the deans of all schools, and other esteemed guests for their attendance and support.



The "Taste of Uttarakhand" lunch was more than a culinary event; it was a celebration of cultural diversity and shared experiences. It fostered a deeper appreciation for the Uttarakhand culture and strengthened the sense of community within the university.

## Digital Detox: Poster Making Competition Held by School of Management



On **April 13, 2024**, the School of Management organized an **Inter-School Poster Competition** for BBA, B.Com., and MBA students from the 2023 batch. The event kicked off at 10:00 a.m. with participation from two teams each from the undergraduate and

postgraduate programs. Before the competition, students were informed about the event's rules and guidelines. The theme for the competition was "**Digital Detox**" and each team was allotted 75 minutes to create their posters on chart paper. The judges evaluated the entries based on neatness, theme relevance, creativity, color combination, and overall impression.

## 9<sup>TH</sup> National Youth Parliament Organized by the School of Law



The **9th National Youth Parliament Competition**, organized by IMS Unison University's School of Law, commenced on **April 13, 2024**. The opening day featured a ceremonial lamp lighting by distinguished guests, including Vice Chancellor **Prof. (Dr.) Anil Subbarao Paila** and Dean **Prof. Dr. Ashish Verma** welcomed

attendees and set an inspiring tone for the event.

The inaugural ceremony included speeches from both leaders, highlighting the power of youth and the importance of law and justice. Following the ceremony, the competition began with sessions including the **National Security Council, Stakeholders Meet, and All India Press**. Participants were briefed on session rules and presented their opening statements on topics like environmental issues in the Himalayas, border security concerns, and media roles in journalism.



Day 2 focused on sub-agendas such as the Uniform Civil Code and India's readiness for potential conflicts with neighboring countries. The sessions were marked by intense debates and detailed arguments, showcasing participants' enthusiasm and commitment.



The competition concluded with a vote of thanks from Faculty Convener **Mr. Rajiv Kumar**, who expressed gratitude to the judges, participants, and the organizing team. The event ended with a prize distribution ceremony, where awards were given for various categories, and a group photograph was taken, closing the event on a patriotic note.

### Sevarth Club Leads Clean-Up Drive on World Earth Day



On **April 22, 2024**, to mark **World Earth Day**, the **Sevarth Club** at **IMS Unison University**, in collaboration with **Waste Warriors Dehradun (NGO)**, conducted a significant clean-up drive at **Tapkeshwar Mandir**. This initiative was part of the club's dedication to environmental stewardship.

The event featured a **plastic awareness campaign** aimed at promoting **eco-friendly practices**. Participants distributed paper bags and educated local shopkeepers and residents on reducing plastic waste and upholding cleanliness in their community. Through these efforts, the **Sevarth Club** continued its commitment to fostering a cleaner and greener environment.

### Faculty Research Seminar at the School of Law

In the series of Internal Faculty Seminars, on **27th April 2024 (Saturday)**, a seminar was organized by the School of Law on the topic “**Climate Justice: Balancing Environmental Rights and Social Equity - A Recap**”. The topic was presented by **Mr. Anurag Sharma**, Assistant Professor, School of Law. This seminar enabled the faculties to understand the



critical concept of climate justice. It's a framework for addressing climate change that emphasizes fairness and equity, recognizing the unequal burdens this crisis places on different communities. In this seminar, Mr. Anurag started the discussion with how climate change threatens our fundamental right to a clean and healthy

environment. Rising sea levels, extreme weather events, and disruptions to ecosystems pose a significant threat to all. However, the impacts are not evenly distributed. Marginalized communities, including low-income populations, people of color, and indigenous groups, often withstand most of climate change despite contributing the least to greenhouse gas emissions. This highlights the need for social equity in climate solutions. Finally, he concluded with the recent judgment of the Supreme Court on **21st March 2024** i.e., **M.K.Ranjitsinh & Ors V. Union of India** where the court formulated a new constitutional right to be free from the adverse effects of climate change by drawing upon **Article 21** & **Article 14** of the constitution. The Seminar ended with a question-answer session.

## **Farewell Party (Adieu) Organized at IMS Unison University**

The Farewell Party- **Adieu 2024** for the postgraduate students at IMS Unison University was a grand affair held at **Vedanta Hall, DIT** on **May 8-9, 2024**. Adorned in elegant designer sarees and stylishly tailored suits, the final-year students turned out in droves to revel in the festivity and grandeur



organized by their affectionate juniors. The ceremonious occasion commenced with the lighting of the lamp by esteemed dignitaries including **Dean of Student Welfare Dr. Vinay Rana**, along with the Deans representing various schools, alongside the students of the organizing committee.

The cultural extravaganza unfolded with mesmerizing dance and musical performances by the talented students, captivating the audience with their flair and finesse. Anchors **Rohit**

(SoM), **Amrita** (SoLA), **Mahima Gupta** (SoMC), and **Sameexha** (SoMC) regaled the audience with their charm and wit, keeping the crowd entertained.

Taking to the podium, Vice Chancellor **Dr. Anil SubbaRao Paila** extended his warm felicitations to the outgoing students. Encouraging the seniors to persevere to the best of their abilities, Dr. Paila emphasized the importance of striving for excellence in their future endeavors and wished them good luck, while mentioning that their alma mater will always welcome them with open arms.



A few more dance and song numbers preceded the announcement of the title felicitations. The crowning of Mr. & Ms. Farewell and other coveted titles such as Mr. Spark & Ms. Spark, Mr. Talented & Ms. Talented, ensued after delightful rounds of ramp walks, with the winners gracing the stage to be honored with sashes and gifts. The joyous celebrations concluded with



a sumptuous lunch served to students and faculty alike, followed by a lively dance party at the central plaza where everyone reveled in the pulsating beats spun by the DJ, marking a fitting end to a memorable day of celebration and camaraderie.

## **Faculty Research Seminar by the School of Law**

On 24<sup>th</sup> May 2024, a faculty seminar was organized under the aegis of the School of Law on the topic “**History of Land Revenue Administration in Kumaon**”. The event was a continuation of the Internal Faculty Seminars organized by the School of Law. The presentation in this regard was made by **Mr. Anupam Upreti, Assistant Professor, School of Law**.

The presentation incorporated a discussion on the system of land revenue administration under the rule of the Chand Dynasty. Apart from this the discussion also was focused on the administrative setup of the Kumaon area, when it came under the control of the British in the year **1815 AD**.



The learned faculty members were made aware of the special situations and circumstances that had a bearing on the development of the structure related to revenue administration. Land tenures like ‘**Thaath**’, ‘**Sadabrat**’, ‘**Goonth**’, ‘**Raut**’, and ‘**Vishnupreet**’ were discussed.

Apart from this, the contributions of Kumaon Commissioners **George William Traill**, **John Hallot Batton**, and **Henry Ramsay** were also part and parcel of the discussion. The Revenue Police System of Uttarakhand was also discussed.

Lastly, the current situation in land revenue administration was discussed, and this session ended with a high note of question answer round.

## Faculty Internal Presentation Seminar by the School of Liberal Arts



A **Faculty Internal Presentation Seminar** was organized by the School of Liberal Arts for May on **Friday 31st May 2024**. The presentation was done by **Dr. Rai Ganguly**, Assistant Professor, School of Liberal Arts. Dr. Rai recounted the process of multiple stages of writing and incorporating additions in a research paper.

She cited the example of her paper as a case of study, where she was working on access to immovable property, i.e., land for widows as a legal entity. The paper underwent multiple rounds of review by an exhaustive process through a writing workshop and is on the verge of being accepted as a book chapter. The seminar was helpful in terms of learning about the step-by-step process of writing a paper.



## World Environment Day by Sevarth Club

**World Environment Day on June 5** is the United Nations Day for encouraging worldwide awareness and action to protect our environment. This year's focus is on land restoration, halting desertification, and building drought resilience under the slogan **“Our land. Our future”**. In tune with the World Environment Day theme, under the office of Dean Student Affairs, Sevarth Club of the university, a tree plantation was held in the presence of all faculty and staff members of the university at Boys Hostel, to sensitize and spread awareness on the theme, among the attendees.



## Faculty Development Program (FDP) on “Creative Pedagogy: Education Next” June 24-29 ‘2024.

In congruence with the workshop that commenced on Day 1 & Day 2 was also full of



activities deliberated by the faculty with the esteemed leadership of the honorable guest **Dr. Pavan Soni**. Along with the creative exercises like mind mapping, and adapting to the blue ocean strategy of problem-solving, the session was carried forward with a valuable lecture on the **SPRC**

**technique, Lateral thinking**, and so on. The session was wrapped with oaths taken by all the participant faculty members to start and stop something untarnished in their daily routines. This session on Design Thinking was winded up by felicitating the key speaker Dr. Pavan Soni, the honourable **Vice Chancellor Dr. Anil Paila** and the respected Deans of the three host schools.





Day 3 & 4 focused on **Mindfulness and Mental Health**. **Mr. Rohit Dhammy** led the morning with activities aimed at improving work-life balance and stress management, introducing the **Bare Attention** technique for handling interruptions and his **Bull's Eye**

**method for clarity and decision-making**. In the afternoon, **Dr. Ankita Priyadarshini** discussed increasing mental health awareness among adolescents, emphasizing anxiety disorders. Her lecture on **Mental Health First Aid (MHFA)** covered the **ALGEE Technique, CSS Action Plan, and L3 Formula**, equipping faculty to better support GenZ facing mental health challenges. **Dr. Jitendra Mishra from Jain University** led a virtual session on **Outcome-Based Education (OBE)**. He explored its integration with existing programs and emphasized aligning Program Educational Objectives



**(PEOs) and Program Outcomes (POs) with NEP 2020**. Dr. Mishra provided **hands-on training in CO/PO mapping**, enhancing the faculty's understanding of **OBE principles**.

On Day 5, the faculty development program focused on Generative Artificial Intelligence, led by **Bangalore-based Business Consultant Mr. Lokesh Venkataswamy**. The day began with a stimulating **warm-up exercise to enhance creativity**. Mr. Venkataswamy's lecture explored how innovative thinking led to successful business ventures even during global



recessions, emphasizing strategic innovation and transforming customer experiences. The afternoon was dedicated to **hands-on sessions in the computer lab**, where participants worked with **ChatGPT and other Generative AI tools**.

On the sixth day of the FDP, **Mr. Lokesh Venkataswamy** inaugurated an **IPR cell** and introduced the **"Invert Tool"** to foster innovation.

Faculty-led teams presented Napkin Pitches aimed at improving the student experience. **Dr. Abhishek Juneja** summarized the event's key achievements and insights. **The**

**Vice-Chancellor, Dr. Anil Subbarao Paila**, and the Deans honored the guest and underscored the event's importance. **Dr. Vinay Rana** and **Dr. Madhu Prabakaran** offered thanks to all participants and supporters. The event established a framework for intellectual property rights and promoted collaborative efforts in educational innovation and student engagement.



## IMS UNISON UNIVERSITY - LATEST RANKING

IMS UNISON UNIVERSITY - LATEST RANKING	
Survey Name	Rank Obtained
Chronicle's All India Best B- School Survey	1. <b>Rank 14<sup>th</sup></b> in Top 72 B-Schools (All India)
	2. <b>A++</b> Grade secure for Management College
	3. <b>Listed</b> in <b>Top 10</b> NORTH B-Schools
	4. <b>Listed</b> in Top B-Schools in <b>Infrastructure</b>
Times MBA School Survey	1. <b>Rank 18<sup>th</sup></b> Top 100 Management Institutes Overall Ranking
	2. <b>Rank 9<sup>th</sup></b> Top 20 North Zone College
	3. <b>Rank 8<sup>th</sup></b> Top 36 Private Universities
	4. <b>Rank 13<sup>th</sup></b> Top 50 Best Placement
Times BBA School Survey	1. <b>Rank 12<sup>th</sup></b> All India Top BBA Institute-(Govt.+ Private)
	2. <b>Rank 12<sup>th</sup></b> Top Private Institute
	3. <b>Rank 6<sup>th</sup></b> Top BBA Institutes - Placement
	4. <b>Rank 6<sup>th</sup></b> in Top BBA Institute- (North Zone)
	5. <b>Rank 10<sup>th</sup></b> in Top 11 BBA (Private Universities)
Outlook I Care Professional Top BBA Colleges	<b>Rank 28/130</b> Top Private BBA Colleges All India
Fortune India B School Ranking	<b>Rank 86<sup>th</sup></b> in All India
The Week- Hansa Research - Law School Survey	<b>Rank 27<sup>th</sup></b> Law Colleges All India <b>Rank 18<sup>th</sup></b> Private Law Colleges All India <b>Rank 10<sup>th</sup></b> Private Law Colleges North Zone
The Week - Hansa Research - Best B School Survey – MBA	<b>Rank 36<sup>th</sup></b> North Zone (Govt. + Pvt.) <b>Rank 31<sup>st</sup></b> North Zone Private <b>Rank 103<sup>rd</sup></b> Private All India <b>Rank 121<sup>st</sup></b> Govt + Private All India <b>Rank 15<sup>th</sup></b> Emerging B School All India
India Today - MDRA Best Universities Ranking	<b>Rank 51<sup>st</sup></b> in Private University
India Today - MDRA Best College Ranking (All India)	<b>Rank 103<sup>rd</sup></b> B. Com <b>Rank 39<sup>th</sup></b> BBA. <b>Rank 35<sup>th</sup></b> Law. <b>Rank 21<sup>st</sup></b> Mass Comm
Business Today - MDRA Best B Schools Survey – MBA	<b>Rank 129<sup>th</sup></b> Overall Ranking
	<b>Rank 75<sup>th</sup></b> Top 100 Placement Performance
	<b>Rank 99<sup>th</sup></b> in the Top 100 Private B Schools

Outlook, I Care MBA Ranking	<b>Rank 18<sup>th</sup></b> Top Private B Schools - North Zone
13 <sup>th</sup> Annual MBA Universe India's Best B-Schools	<b>76<sup>th</sup> Rank</b> Top B-schools in India
BW Business World Law School Survey	<b>Rank 80<sup>th</sup></b> in Top 99 Law School (All India) <b>Rank 20<sup>th</sup></b> in Top 25 Law School (North Region)

## **CAMPUS PLACEMENT**

A total of **63 reputed companies** offered placements and Internships for the students across various Schools of the University. In the year 2023-24, **a total number of 200 students** from the School of Management, School of Law, School of Media & Communication Design, School of Liberal Art, and School of Hospitality Management were placed.

Some of the companies recruiting our students from across all Schools are as follows:

**Ceasefire Industries**  
**Capitalvia Group**  
**Pvh Arvind Fashion Pvt. Ltd**  
**Edukylu**  
**Eazydiner**  
**Bandhan Bank**  
**Inch & Brick Realty**  
**Green Tree**  
**Axis Bank**  
**Srva Education**  
**Realty Assistant. Pvt. Ltd.**  
**Itc**  
**Prodesk It**  
**Esaf Small Finance Bank**  
**Param Dairy**  
**Home First Finance**  
**Resonacle**  
**Yhills**  
**Mpr Refractory**  
**Kapston Service Limited**  
**Idfc First Bank**  
**Airtel**  
**Kan Innovation**  
**Quick Talent Hunters**  
**Moveing Urban Technology**  
**Saint Gobain**

**Bajaj Finserv**  
**Tci**  
**Talent Serve**  
**Anand Rathi**  
**Binding Minds**  
**Eazydiner**  
**University Living, Noida**  
**Hike Education**  
**Planetspark**  
**Jaro Education**  
**Learning Routes Pvt Ltd**  
**Square Insurance Brokers Pvt. Ltd**  
**Delhi Institute of Digital Marketing**  
**Artech Infosystems Pvt. Ltd.**  
**Logpro Supply Chain**  
**Smartbrew Solutions**  
**Investosure**  
**Internselite**  
**House Of Originals**  
**Corizo**  
**Krutanic**  
**Academically Global Pvt Ltd.**  
**Usdc Projects India Pvt Ltd**  
**Grant Thornton Bharat Llp**



**Decathlon**

**Postcard**

**Career Mantra**

**Adflouries**

**Shotformats Digital**

**Productions Pvt. Ltd.**

**Srva Media**

**Drishti Ias**

**Teachnook**

**Areness Legal Company**

**The Leela Ambience,**

**Gurugram**

**The Oberoi, New Delhi**

**Jw Marriott Marquis Dubai**

**Grand Mercure, Dubai**

## ENGAGE 2023: THE ANNUAL CORPORATE MEET



IMS Unison University, in a spectacular showcase, played host to the **Annual Corporate Meet 'ENGAGE 2023'** at the prestigious **Hotel Radisson Blue Plaza, Delhi** on **November 28, 2023**. The event saw a gathering of over **150 senior corporate officials** hailing from esteemed organizations.

The event started with the welcome address and introduction by **Dean Training & Placement Prof. (Dr.) Amit Adlakha**, followed by the Inaugural address by **Vice Chancellor Brigadier M. Srinivasan**. Thereafter, the keynote addresses were delivered by eminent industry experts (mentioned as Chief guests above) who shared their thoughts on the relevance of training and placement activities and the significant role they play in shaping the careers of students undergoing professional courses.

The formal function concluded with a Valedictory address by the **Chancellor, Prof. Gurdip Singh**, distribution of mementos to the corporate speakers, and the formal part concluded with a Vote of Thanks proposed by Dean Training & Placement Prof. (Dr.) Amit Adlakha. Thereafter, a multi-cuisine cocktail accompanied by live music, ensured that everyone was left with cherished memories of the event.



## MEMBERSHIPS AND ALLIANCES



Association of Indian Universities (AIU): The IMS Unison University is a member of the Association of Indian Universities (AIU). The Association of Indian Universities (AIU) is an organization and association of universities that aims to serve as an Inter-University Organization for coordination and mutual consultation among universities. The membership of AIU entitles the University to partake in several events conducted under the auspices of AIU.



IUU has a tie-up with **Benchmark Six Sigma**, the only RABQSA-certified training provider in India, for conducting the prestigious Green Belt Six Sigma Certification Program for its students. **Benchmark Six Sigma** is a leading consulting and certification firm offering Six Sigma Certification Programs in India since 2001. This course aims at imparting skills for business process improvement, superior delivery performance; and optimizing operating costs. Professionals with such skills can help a company effectively compete and achieve sustainable growth in the global scenario.



IUU has collaborated with Tally, which has redefined the efficiency of medium and large businesses that have multiple users performing various activities simultaneously. The program enables the students to enhance their business skills and competency by learning the enterprise resource planning schemes of the software.



IUU is a member of the NHRD network and is a part of the Uttarakhand Chapter amongst the 39 chapters throughout the country. NHRD Network is an association of professionals committed to promoting the HR movement in the country and enhancing the capability of professionals.



IUU has a tie-up with NSDL to avail the National Academic Depository (NAD) and to provide a platform for lodging, retrieval, and verification of academic records in the digital depository of NAD.



IUU is a member of the **Confederation of Indian Industry (CII)** that works to create and sustain an environment conducive to the growth of industry in India. Our faculty members and students regularly participate in various activities conducted by CII and interact with industry experts on the latest developments in the industry. It helps us in maintaining University-Industry Partnerships.

IUU is tied up with **YI- Young Indians**, a vibrant and dynamic national platform for young professionals, students, and entrepreneurs in India. It is a part of the **Confederation of**



**Indian Industry (CII)** and focuses on empowering young leaders to contribute to the nation's economic and social development. YI aims to foster leadership, innovation, and entrepreneurship among youth through various programs, initiatives, and collaborative efforts. YI organizes events like leadership summits, social impact projects, and skill-building workshops to promote active

participation in nation-building.



IUU is a member of AMDISA - Association of Management Development Institutions in South Asia. It is a network of Management Education and Management Development Institutions in South Asia. It has 315 institutional members. Its mission is to “Promote management education and management development activities in South Asia, taking into account the economic, social and cultural context of the Region, with the firm dedication to worldwide exchange of experience and ideas in the fields concerned.”



IUU is a member of AIMS- Association of Indian Management Schools along with 850 prominent Business schools, to provide a dynamic network of institutions engaged in Management Education, Training and Research in India. To undertake, organize, and facilitate training programs for in-service personnel and their professional development. To undertake and provide for the publication of newsletters, journals, or other communications for the dissemination of ideas and developments in the field of Management Education to member.