

IMS Unison University, Dehradun



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Editor

Dr. Sushil Rai
Head, School of Mass Communication

Student Editors

Shania Marry O' Connor (BAJMC)
A D Muskan (BAJMC)

Student Coordinators:

Yogesh Kumar (MBA)
Prince Sujoy Dutt (BBA)
Alok Kumar (BALLB)
Geetanjali Sharma (BBALLB)

Editorial Team



We want that education by which character is formed, strength of mind is increased, the intellect is expanded, and by which one can stand on one's own feet.

- Swami Vivekananda

Learning gives creativity, Creativity leads to thinking, Thinking provides knowledge, and Knowledge makes you great.

- A.P.J. Abdul Kalam



From the Editor's Desk

It gives me immense pleasure in bringing out the SPECTRUM (2020-21) successfully. This magazine contains really varied colors of students' talents, skills and institutional activities. It is, indeed, a beautiful mirror of the university which reflects a clear picture of students' creative potential as well as the academic and extracurricular activities of the institution. The contribution of the students in this magazine is commendable and I congratulate them for combining their academic pursuit with creativity in a beautiful way.

I believe that education is an essential human virtue which provides freedom from all ignorance. It enhances the creativity of life and creativity makes the life more interesting and fulfilling. But for this achievement, it needs a lot of passion and commitment. It also warrants a proper guidance and hard work. I would like to congratulate my all esteemed faculty members who are guiding the students to make them more productive and creative. This edition narrates everything. The magazine has multiple facets. It has covered a wide spectrum of institutional activities and different colors of creativities in forms of articles, stories, poetry, sketches, paintings, photography, etc. I hope that you would love and appreciate the magazine.

Lastly, I would like to convey my sincere gratitude to honorable Chairman, Chancellor, Vice-Chancellor and Pro Vice-Chancellor for providing their valuable insights to shape this magazine in a best way. I also acknowledge the Student Editorial Team for putting their commendable efforts, especially the student editors Shania Marry O' Connor and A D Muskan in the making of the magazine.

Dr. Sushil Kumar Rai

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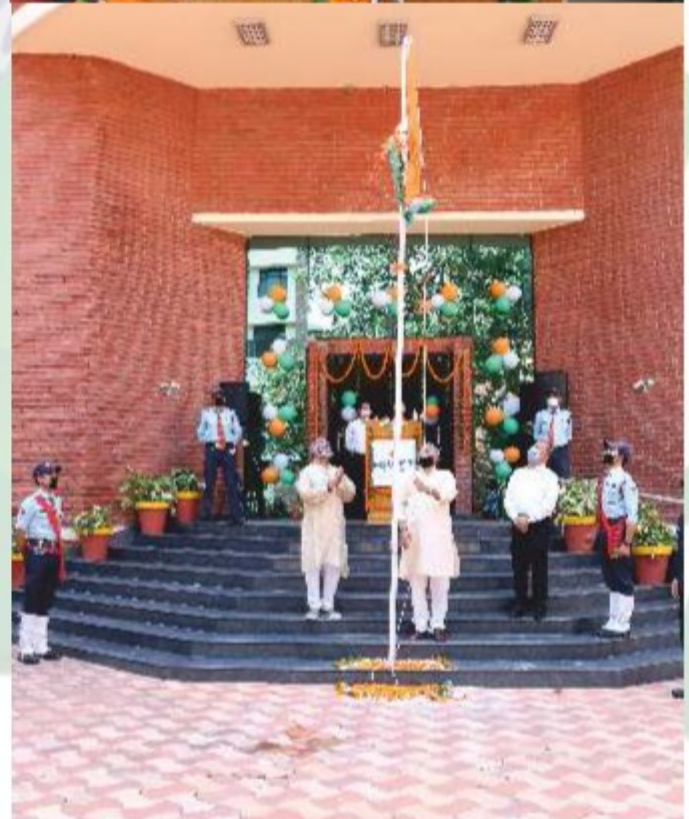
of Events 2021

IUU Celebrated the

74th Independence Day

On August 15, 2020, the 74th Independence Day was celebrated at IMS Unison University by paying tribute to the countless freedom fighters and revolutionaries who struggled, strived, and made heroic sacrifices to win us our freedom from colonial rule. All the dignitaries, faculty and staff of the University gathered at the Central Plaza with social distancing to witness the glory of the Tricolor.

The celebrations began with the dignitaries paying a floral tribute to the Param Vir Chakra awardees. Prof. Gautam Sinha, Vice Chancellor, IMS Unison University hoisted the National Flag, which was followed by the National Anthem. In his address, he stated that the idea of a nation lies in the very sense of belonging in the hearts of its citizens. He also stated that Independence is not only achieved at administrative level but also at personal, social, and cultural level. Prof. Sinha also appreciated the efforts of Corona warriors such as Doctors, Nursing Staff and Police Personnel in India's fight against the pandemic.



Two-Week Orientation Program for Freshers



On August 17, 2020 IMS Unison University initiated a two-week orientation program for welcoming fresh batches for the session 2020-2021. The programme began with the address by Chief Guest Prof. Dr. Nishtha Jaiswal, Vice Chancellor, Himachal Pradesh National Law University, Shimla. The students were also addressed by Vice Chancellor, Pro Vice Chancellor, Registrar, Controller of Examination, Dean Training & Placement and Deans of various Schools of the University. These addresses were focused on introducing the students to various processes of the University.

Celebrating World Photography Day at SOMC

Students of the School of Mass Communication (SOMC) celebrated the magic of photography through various styles of photography. Shot in different styles, these pictures artistically highlight the breath-taking scenes, locations and events in the state of Uttarakhand. World Photography Day is an annual celebration of art, science and history of photography. It is observed every year on August 19, 2020 to pay tribute to the art of photography.



Teachers' Day 2020 Celebration at IUU



On September 5, 2020, Professors at IMS Unison University were appreciated on Teachers' Day for their initiative in the arena of research and publication in ABDC, Scopus Indexed and Web of Science Journals. The faculty members were felicitated with certificates and cash rewards.





World Mental Health Day at SOLA

On October 10, 2020, School of Liberal Arts (SOLA) celebrated World Mental Health Day to sensitize and improve awareness for mental health among students and academic fraternity. The World Mental Health Day came at a time when our daily lives have changed considerably because of the COVID-19 pandemic. The past months brought many challenges for health-care workers and for people with mental health conditions. There is need to acknowledge psychosocial support for mental health issues. Investment in mental health programs at the national and international levels is now more important than it has ever been.



4th Virtual Convocation Celebration at IUU



IMS Unison University conducted its 4th Virtual Convocation Ceremony on October 19, 2020. Hon'ble Governor of Uttarakhand, Smt. Baby Rani Maurya was the chief guest for the occasion.

A total of 600 degrees and nine (9) gold medals were proposed in the convocation by the Deans and Department Heads of respective courses, as the students 'walked the stage' in virtual mode with their credentials projected on the screen. The proposed credentials were solemnized by the Vice-Chancellor. The Chancellor signed the Scroll of Degrees presented to him. The Vice-Chancellor, in presence of all,



administered the oath to the degree-recipient students. The academic achievers of LLM batch of 2019-20, MBA & MA (J&MC) batch of 2018-20, Integrated BBA-MBA (IMBA) batch 2016-2020, BALLB (H) & BBALLB (H) batch of 2015-20 and BBA, B.Com. (H) & BA (J&MC) batch of 2017-20 were felicitated for their academic achievement. IMS Unison University is proud of all its graduates.





Sharpen Your Knife for a Dash of Delish!



"Dash of Delish", a home cooking culinary challenge, curated by the School of Hospitality Management for hospitality students from all batches, to showcase their culinary skills and creativity was organized on October 14, 2020. The challenge was moderated by Mr Abhay Chamoli & Mr Devashish Pandey, Assistant Professor, SOHM.

The students of hospitality management came up with dishes that could be prepared at ingredients available at home. Chef Kamal Magoo, Assistant Corporate Chef, Blooms Group of hotels evaluated the student's



preparations and gave constructive tips on how to plate a dish keeping in view the contrast of colour, taste, texture, sauce, portion size and garnish. First position was won by Ms. Rani Panwar from BHM-III Semester for "Kesari Phirni", followed by first runners up Shajhank Goel from BHM -V Semester for "Royal Pista Cake", and second runners up jointly by Ms. Vidita Agarwal for "Khaswar with suji potato rings" and Mr. Ajay Gusat for "Dhokla" from BHM-III Semester.

IUU Chancellor Visits School of Mass Communication



On October 23, 2020. Prof. Gurdip Singh, Chancellor, IMS Unison University paid a visit to the newly upgraded Media Labs of School of Mass Communication and interacted with faculty members. Welcoming Prof. Gurdip Singh to the school, Dr. Sushil Kumar Rai, Associate Dean & Head, SOMC, gave him a walkthrough and



demonstration of the Television. Production Lab, Photography Lab, Radio Lab, Print Production Lab & Editing Lab. Prof. Gurdip Singh was demonstrated various state-of-the-art equipment like the Panasonic 4K professional video cameras, Data Video HD 6 Channel Portable Video Streaming Studio, live demo of chroma-keying technique used in news studios, Apple iMac with Final Cut Pro, BLIMP Mic, Gimbals for Mobile Journalism, DJI Mavic Drone Camera for aerial shoots, 5D Mark-IV DSLR camera, EF 70-200 2.8 L IS II USM Camera Lens and many more. The visit concluded with the Chancellor interacting with faculty members. He motivated them to excel academically and work hard to achieve greater heights.



International Human Rights Day by SOL

On December 10, 2020, an Online Guest Lecture was organized by the School of Law on Human Rights Day. The theme of the lecture was 'Concept of Human Rights: Norms and Practices'. The event was organized and executed under the able convenorship of Prof. R. N. Sharma, Dean, School of Law, IMS Unison University.

After the address of the Vice Chancellor and Dean School of Law, a short audio-visual presentation made by the final year students of School of Law was played which informed





the participants regarding the evolution, development and the current status of human rights.

Prof. B.L. Sharma, Former Vice Chancellor of Deen Dayal Upadhyay Shekhawati University, Sarguja University, Rajasthan University and Bhavnagar University, was invited as the Guest Speaker. Prof. Sharma initiated the session by focusing on the concept of Human Rights. He very eloquently explained the equation between the right holder i.e., the Individual and the right obligator i.e., the State and explained that the said Rights and resulting Obligations should be of legal nature and not of spiritual, ethical, or moral nature.

SOHM Celebrates National Youth Day



The National Youth Day was celebrated at School of Hospitality Management (SOHM) on January 12, 2021. On the occasion students from the SOHM conducted an interview with Swami Asimatmananda of Ramakrishna Mission, Dehradun. The interview clip was played during 'National Youth Week 2021' and a film featuring life of Swami Vivekananda was also screened to provide inspirational insights to the young minds.



National Tourism Day



The School of Hospitality Management (SOHM) celebrated National Tourism Day on January 25, 2021 in the premises of IMS Unison University. Mr. Anshu Jaiswal, Senior Relationship Manager, Club Mahindra joined virtually to give a small talk on importance of tourism and the contribution of Club Mahindra to the domestic tourism. The students of SOHM also prepared posters to mark the importance of

the day. Among the students, Ritwik Panwar recited a poem, while Sheeba Prakash performed dance. Then Ms. Megha Sharma, Assistant Professor, SOHM gave a presentation on natural, cultural & gastronomical tourism heritage of India. The celebrations concluded with a presentation by Mr. Sumit Pratap, Assistant Professor, SOHM on Incredible India.





National Voters Day Celebrations at SOL

The School of Law (SOL) celebrated 11th National Voter's Day on January 25, 2021. The day is celebrated every year since 2011 to mark the foundation day of the Election Commission of India. Prof. Ravikesh Srivastava, Pro Vice-Chancellor was present to grace the occasion. Prof. R.N. Sharma, Dean - School of Law, encouraged the attendees to responsibly cast their precious vote. Ms. Sakshee Sharma and Ms. Maryanka, Assistant Professors from SOL were conveners of the event. During the celebrations a 'Voters Oath' was administered to all attendees. Through the oath, the students and

faculty members solemnly pledged to become responsible, educated, and aware voters of the country. They also pledged to safeguard the sanctity of the Indian democracy. The pledge followed a quiz competition for the students in both offline and online mode. The theme of the quiz was general knowledge relating to election and election system in India.



Celebration of The 72nd Republic Day



The 72nd Republic Day was celebrated at IMS Unison University (IUU) on January 26, 2021. The events of the day unfolded by first offering a wreath to the martyrs and freedom fighters who sacrificed their lives for our independence and made it possible to adopt a written constitution in the year 1950. Prof. Gautam Sinha, Vice Chancellor, Prof. Ravikesh Srivastava, Pro Vice-Chancellor, Col.



Pranav Kumar, the Registrar, Prof. Amit Adlakha, Dean Student Welfare, Deans of all Schools, faculty members and the administrative staff marked their presence at the flag hoisting ceremony. Prof. Sinha hoisted the National flag and addressed the gathering. He said that independence is not only achieved at administrative level but also at personal, social, and cultural level. In his address, he emphasized on the role of inter-disciplinary education and applied knowledge in the contemporary world.



Sports Events at IMS Unison University

The University's sport events began on February 10, 2021 with the opening match of table-tennis in both boys' and girls' category. Prof. Ravikesh Srivastava, Pro Vice-Chancellor, Prof. Amit Adlakha, Dean Student Welfare, Dr. Sushil Kumar Rai, Associate Dean from the School of Mass Communication witnessed the matches and applauded efforts of the students. The Sports Coordinator Mr. Nikunj Yadav, Assistant Professor, School of Law ensured active participation from students of all Schools.



SOL Celebrated the Festival of Basant Panchami

The School of Law (SOL) on February 16, 2021 celebrated the festival of Basant Panchami which marks the beginning of the Spring season in India. It is an extremely auspicious day, as the devotees worship goddess Saraswati, daughter of goddess Durga. In the Hindu mythology, Goddess Saraswati is the Goddess of wisdom. She is regarded as the Goddess of knowledge, music, learning and the arts. The event started with lighting of the lamp and floral tribute to the Goddess Saraswati by Prof. Gautam Sinha, Vice Chancellor, Prof. Ravikesh Srivastava, Pro Vice-chancellor, Col. Pranav Kumar, the Registrar, Prof. Ram Niwas Sharma, Dean- School of Law, Prof. Amit Adlakha, Dean Student Welfare, and Deans of all Schools of the University. Thereafter the students of School of Law Tanya Srivastava and Pearl Pundir recited Saraswati Vandana to express their devotion to the deity.



Liberal Art Students Enact a Stage Play

The School of Liberal Arts (SOLA) organized an enactment of a modern adaptation of a play by William Congreve "The way of the world" on February 19, 2021. It was enacted by the 2nd year students of B.A. English (Honours). "The Way of the Word" is a benchmark in the history of the Restoration Comedy illustrated by William Congreve. This play demands attention on the social norms, way of marriage and the conduct of lovers during that age. A beautiful work of Congreve; this play is marked by irony, blatant humor and of course as Congreve would say, "the battle of wits and the





difference between true wit and false wits, the people who know what they are doing and those who merely pretend.” The students were awarded certificates by the Prof. Amit Adlakha, Dean Student Welfare towards the end of the event.

Inter-School Badminton Championship

As part of the ongoing sports events, an Inter-School Badminton Championship was held on February 20, 2021. University Sports Coordinators Mr. Nikunj Singh Yadav and Mr. Vishok Kumar ushered the students to the Badminton Courts where the championship was held. The students participated with great zeal and enthusiasm.

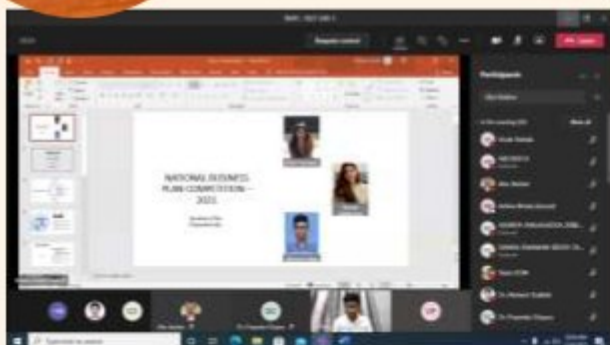


National Business Plan Competition 2021



The School of Management (SOM) at IMS Unison University (IUU) hosted the two-day National Business Plan Competition-2021 from February 25, 2021. 'Competence, Collaboration and Connection' were the ideas that the students were challenged to think with. The aim of the competition was to cultivate out-of-the-box thinking among students. On the inaugural, the introductory remark was given by Prof. Gautam Sinha, Vice Chancellor wherein he threw light on the evolution of the term 'entrepreneur,' which is derived from French. Thereafter, Prof. Ravikesh Srivastava, Pro Vice-Chancellor, delivered the welcome address.

Throughout the two-day National Business Plan Competition, 19 virtual presentations were made by participants. The topics included were about opening and operationalization of businesses sectors like Online Healthcare Consultancy, Pet care, Real Estate, Textile and more. The students eagerly contributed through the conceptualization of their ideas.



9th Foundation Celebrations at IUU



IMS Unison University celebrated the 9th Foundation Day on March 12, 2021 at the University Agarwal Ji. A Havan was performed to invoke the auspicious blessings of the almighty. Prof. Gautam Sinha, Vice Chancellor addressed the faculty and staff members and shared the significant achievements premises. The celebrations began by paying floral tribute to the Founder - Chairman Late Shri Naveen made by the University ever since its inception. Thereafter, the students put-up a vibrant cultural program to celebrate the occasion.



Inter-School Essay Writing Competition



IMS Unison University (IUU) organized an Inter-School Essay Writing Competition on the topic 'Towards 75 years of Independence' on April 14, 2021. The competition was organized to commemorate the 75th Anniversary of India's independence seventy-five weeks ahead. Students from all schools of the University enthusiastically participated in the competition. The winners of the competition were awarded certificates.

Vaccination Drive at IUU for Families of All Employees

IMS Unison University organized a vaccination-drive against COVID-19 for the faculty and staff members on June 7, 2021 at the University campus. The vaccination drive was also extended to the family members of the employees. During the drive, administrative team of the University adhered to the social distancing norms and followed Covid appropriate behavior.



IUU Celebrates International Yoga Day

Joining hands with the rest of the country, IMS Unison University (IUU) celebrated the 7th International Yoga Day with great fervor on June 21, 2021. The theme for this year's International Yoga Day 2021 is 'Yoga for Well-Being'. Dr. Sushil Kumar Rai, Associate Dean, School of Mass Communication, and Dr. Amit Adlakha, Dean of Student Welfare on this special occasion organized a Yoga event at the University premises. The Vice Chancellor Prof. Gautam Sinha, the Pro Vice Chancellor Prof. Ravikesh Srivastava, Deans of all Schools, faculty members, and administrative staff joined the celebrations.





On this occasion, three different sessions dedicated to 'Asanas, Pranayama, and Dhyana' were explained and demonstrated by Dr. Sushil Kumar Rai. In his address, Vice Chancellor, Prof. Gautam Sinha stated, that yoga is an ancient physical, mental, and spiritual practice that originated in India and is now practiced in various forms around the world. The Pro Vice Chancellor, Prof.



Ravikesh Srivastava said, that yoga is an ancient method for meditation that helps in the relaxation of mind and body. Dr. Sushil Kumar Rai stressed the need to incorporate Yogic discipline into our lives. He stated that Yoga is an invaluable gift of Indian culture to the whole world. Yoga not only provides mental and physical relaxation but also helps in developing resilience and strength, it is a way of life and belongs to humanity.



SOCIAL RESPONSIBILITY

Women Entrepreneurship Awareness and Capacity Building Program

IMS Unison University in collaboration with IIM-Kashipur organized a 'Women Entrepreneurship Awareness & Capacity Building Program' for girl students on the occasion of International Women's Day on March 8, 2021. Two renowned and successful young women entrepreneurs, Ms. Divya Rawat famously known as 'The Mushroom Lady' and Ms. Pooja Kaul, Founder - Organic-Beautifying Life addressed the session by sharing their motivating entrepreneurial journey and success mantra for setting up and leading a booming business. Ms. Divya Rawat has been honored with 'Nari Shakti Samman' Award by the President of India. The Government of Uttarakhand has acknowledged her

as a brand ambassador for promoting women entrepreneurship. Whereas Ms. Pooja Kaul is among the Young Entrepreneurs of the Forbes '30 under 30' Asia - 2020. She has also been awarded 'The Diana Award - 2020.' In the programme, both the speakers shared their start-tackle such challenges and lead the business in such a competitive market environment.



First Virtual Annual Alumni Meet At GUU

IMS Unison University conducted its First Virtual Annual Alumni Meet successfully on November 12 in which large number of Alumni participated and shared their old memories and experiences.

At the outset, Prof. Gautam Sinha, Vice Chancellor, IMS Unison University whole heartedly welcomed the Alumni and urged that to remain connected and contribute towards the growth of their Alma Mater in an ample measure to the best of their potential. Prof. Ravikesh Srivastava, Pro Vice Chancellor, IMS Unison University, Dr. Amit Adlakha, Dean Alumni & International Relations and Deans of schools also welcomed the Alumni and shared their words of wisdom.



Prof. Shikha N Khera, Associate Professor, DTU, Capt. (Dr.) Pooja Mehra, Mr. Swetendra Butola, Head- Business Development, Bharti Axa, Mr. Joel K Jose from Kerala Tourism and Mr. Aditya

Barthwal from Rab & Rab Associates shared their experiences and conveyed in beautiful words how they have witnessed the growth and development of the University in the past twenty plus years. Tanya Mazumder sang a beautiful song in her mesmerizing voice towards the culmination of the event.

ACADEMIC EVENTS

Webinar On

'Education – The New Normal'

At SOHM



As a part of Activity Day, a webinar session on " Education-the new Normal " was organized by School of Hospitality Management on July 15, 2020. The resource person for the session was Ms. Shalini Mehta, a certified image consultant and etiquette coach. The session was informative and elaborated on comprehending the new normal in education for students and educators in the present COVID-19 pandemic. The session dwelled upon netiquettes to be followed while engaging in online classes or webinars. The importance of lighting, muting the application and dressing appropriately were stressed upon. The session also touched upon how to judiciously use time through prioritizing, while managing online classes and sessions. The webinar concluded with the thought "The manners maketh a man"- both, offline and online.



PHD Pre-Submission Seminar Presentation at SOM

Mr. Ajay Hindurai Ambhildhok, Ph.D scholar of SOM delivered his PhD presubmission Seminar presentation on July 15, 2020 to the Student Research Committee (SRC) comprising of Dr. Kalyani Rangarajan, Dean, SOM, Dr. Ashulekha Gupta, Ph.D. Guide, Dr. Sushil Rai, Dr. Gaurav Chopra, and Dr. Parshuram G. Dangwal. Mr. Ambhildhok's PhD research topic was 'Women and Child Welfare with Special Reference to Integrated Child Development Scheme (ICDS) in Solapur District of Maharashtra State'.



The SRC gave suggestions to be incorporated in the final thesis. Pro Vice Chancellor Dr. Ravikesh Srivastava was also present in his capacity as Dean, Research and Consultancy. He offered his valuable inputs to the Scholar.



History of Cocktails and Responsible Service by SOHM

The School of Hospitality Management (SOHM) organized a webinar on "History of Cocktails and Responsible Service" on July 22, 2020. The Resource person for the session were Mr. Gaurav Dhyani, Beverage Manager, Hotel Hyatt Regency, New Delhi and Mr. Kuldeep Singh Chauhan, Beverage connoisseur and entrepreneur. The session was moderated by Mr. Amit Ta riyal and attended by hospitality students and faculty from various institutes in India. The session covered the origin of cocktail, various eras of cocktail-making including First Golden Age, Dark Age, Second Golden Age and future trends. The resource person Mr. Gaurav Dhyani discussed the evolution of cocktails across various timelines giving insights on how cocktails came into being, the first bar publication in form of book by Jerry

Thomas, introduction of ice in the industry by Fredric "Ice King" Tudor. The impact of world wars, emergence of Tiki Culture in bars was also discussed. The session highlighted the Future Trends in mixology and bartending bordering on issues of sustainability, indigenous ingredients, zero wastage drinks and single ingredient drinks that take into account reduction of carbon footprints. The session concluded with contemporary trends in beverage industry through Low Alcohol Drinks, Bottled Cocktails, Pre-Mix Cocktail Kits and Takeaway Canned Cocktails.



Faculty Seminar at SOL

On July 24, 2020, Ms. Shalini Saxena, Assistant Professor, School of Law, IUU presented a paper titled "Rights of Accused Person: A Constitutional Perspective" as part of the Faculty Seminar Series. Ms. Shalini discussed various rights of accused and their implementation in the present constitutional perspective. The central idea of the presentation was the case analysis of D. K. Basu vs. State of West Bengal and Nilabati Behera vs. State of Orissa wherein the Supreme Court has remarkably laid down some significant guidelines related to rights of the accused taking into consideration the gross violations of human rights occurring due to custodial deaths. Quoting a remarkable precedent set by the Supreme Court of India, the presentation highlighted provisions of compensation to accused in cases of custodial deaths. In her conclusion, Ms. Shalini Saxena discussed the chief impediments to the implementation of these rights and suggested prospective solutions that could be enforced by every state to ensure that due recognition is given to every accused considering his Right to Life and Personal Liberty as envisaged in Article 21 of the Constitution of India.



Webinar on Planning Careers in The Digital Age and Post Covid – 19 by SOHM



A Webinar on "Planning Careers in The Digital Age and Post COVID-19" was organized by SOHM on July 29, 2020. The resource person for webinar, Dr. Sudhir Andrews is a distinguished Professor, author and veteran Hospitality Management professional, having pan international experience of 40 plus years, working in apex leadership roles with various prestigious hotel chains in India and overseas with multinational companies in Dubai (consultant for world renowned business organizations). He is recipient of various national and



international awards and is highly valued for his expertise in training, talent development and corporate HR. The session was moderated by Ms. Kavita Rawat, Assistant Professor, SOHM.

Research Plan Presentation on SOMC



Ms. Anwesha Sen Majumdar, Ph.D. Scholar of SOMC presented her Research Plan at an SRC meeting on July 29, 2020. The SRC was conducted in the presence of Vice Chancellor Prof. Gautam Sinha, Pro Vice-Chancellor Prof. Ravikesh Srivastava, Dr. Vinay Rana, Dean- SOHM, Dr. Sushil Rai, Head, SOM C, Dr. Aditya Shukla, and Ms. Varsha Sisodia, Assistant Professors, SOMC. The research plan on the topic of Media Studies was successfully approved for further study by the SRC.

Faculty Seminar and Paper Presentation Organised by SOMC

A Faculty Seminar and Paper Presentation was conducted on August 5, 2020, for the faculty member of the School of Mass Communication. The resource person was M s. Sakshi Tiwari, Assistant Professor, SOMC. The topic of the seminar was 'A Study to Analyse the Perception of Indian Youth about the Credibility of Mainstream Media.'



The seminar aimed to study and analyse the credibility of mainstream media at a time when media faces a credibility crisis. The seminar served to expand the knowledge base of faculty members who are pursuing their PhD from various universities in India.



SOM Conducts a Webinar on Agricultural Commodity and Derivatives Market



IMS Unison University in collaboration with NCDEX Institute of Commodity Markets and Research (NICR) conducted a webinar on 'Agriculture Commodity Derivatives Market' on August 13, 2020. The webinar was inaugurated by Pro Vice-Chancellor Prof. Ravikesh Srivastava and Dr. Kalyani Rangarajan, Dean- School of Management.



Mr. Niraj Shukla, Assistant Vice President, NICR discussed Commodities, Global Scenario, Domestic scenario, Physical market, Exchange structures, usefulness for farmers/FPOs, Derivatives & Price Risk Management-Managing Price Risk through Commodity Derivatives Exchange covering Basic principles of Hedging, Speculation and Arbitrage, Commodity Exchanges-Functioning and Regulation among other topics. Mr. Ram Gopal Yadav, Deputy Manager, NICR threw light on Fundamental & Technical Commodity Analysis. Ms. Anuradha Singh, Senior Executive, NICR delivered her talk mainly on the courses offered by the NICR. The session was full of new insights and knowledge

A Webinar on Bartending: The Evolution of an Industry and An Art Form Organized by SOHM

SOHM successfully organized a webinar on bartending "Bartending: The Evolution of an Industry and an Art Form" on August 19, 2020. The guests for the webinar were Mr. Kuldeep Singh Chauhan and Mr. Jack Kanyal who are the prominent faces in the field of bartending profession. The various eras of bartending including ancient times, middle age, new world and prohibition era were discussed.



SOMC Organizes a Webinar on Television Media: An Overview & Career Prospects



A webinar on 'Television Media: An Overview & Career Prospects' was conducted by the School of Mass Communication (SOMC) on August 22, 2020. The resource person for the webinar was esteemed journalist and newsperson Mr. Himanshu Shekhar, Editor (Government Affairs) at NDTV News Channel. A journalist par excellence, Mr. Shekhar shared his experiences as an accredited political beat journalist while working with the Prime Minister's Office and covering news stories in the field of climate-related disasters like floods, legal rights of disaster victims, threats posed by climate change to development processes and industry, Sustainable Development Goals etc.



Mr. Shekhar, in his interaction with students discussed the rise of MoJo (Mobile Journalism) in the field of reporting and journalism. He further reiterated how the rise of digital media has given an impetus to

the media landscape leading to development of new skills and profiles. The webinar concluded with a question-and-answer session.

SOL Releases IMS Law Review (Student Edition)



IMS Law Review (Student Edition) is a novel step in the field of scholarship, taken by the School of Law, IMS Unison University. It is a proud moment for the School of Law to be releasing the Journal within one year of conception of the idea. The first edition of IMS Law Review (Student Edition) was released on August 22, 2020, by the Hon'ble Vice Chancellor Prof. Gautam Sinha.



The annual Journal is a unique initiative to provide a platform to law students across the country to get their research work published and appreciated. The first issue of the Journal is a product of the hard work and dedication of the student editorial team, entirely composed of the students at School of Law, IUU. The student editors thoroughly sort out the best articles, essays and case comments and make sure to include quality content in the Journal. The faculty editorial board consists of Dean School of Law, Prof. Ram Niwas Sharma (Chief Editor), Ms. Shalini Saxena (Editor) and Ms. Sakshee Sharma (Associate Editor).



A Webinar on 'An Overview of Mass Media' Organized by SOMC

A webinar on the topic, 'An Overview of Mass Media' was conducted by the School of Mass Communication as part of its orientation programme on August 24, 2020. The resource person for the webinar was renowned media person and academician Prof. Baldev Raj Gupta, Member, Press Council of India and Director, Buddha Institute of Advanced Studies, Noida. Prof. Baldev Raj Gupta has previously worked as an editor at Express News, Editorial Advisor at Dainik Bhaskar and as a Political Editor at EMS Web. Prof. Gupta in his interaction with students spoke about the history of cinema and contemporary issues related to print media in India. He further spoke on the concept of mass media, and how each component of mass media functions and has evolved with digital media radically changing our lives. He shared his views on the importance of ethical journalism and the role of the Press Council of India. At the end of the session, Prof. Gupta answered queries raised by the students.



Webinar on 'Career in Radio Media' Organized by SOMC



A webinar on the topic, 'Career in Radio Media' was conducted by the School of Mass Communication as part of its orientation programme on August 26, 2020. The resource person for the webinar was the talented Radio Jockey Ms. Geetika Uniyal, currently working with Rainbow FM, All India Radio. Ms. Uniyal, an alumna of the School of Mass Communication, shared her experience of working in the Radio industry. She spoke about the basics of Radio like voice modulation, diction, speaking in front of a microphone, and the importance of understanding content while speaking for Radio. Encouraging the students to

follow a career in Radio, Ms. Uniyal asked them to read regularly and practice various elements of voice modulation. She emphasized that Community radio is the best medium to educate and create awareness. The interactive webinar concluded with the students enthusiastically participating in an RJ Talent Hunt Competition.



Interactive Webinar on CAREER IN FILMS ORGANIZED by SOMC



An enriching and interactive webinar on the topic 'Career in Films' was conducted by the School of Mass Communication as part of its orientation programme on August 28, 2020. The resource person for the webinar was renowned Bollywood sound designer, Mr. Sanjay Chaturvedi whose outstanding work includes films like 102 Not Out, Dostana, Angrezi Medium, Luck by Chance, Wake Up Sid, Zindagi Na Milegi Dobara, Taare Zameen Par, Noor, 3G, Dekh Tamasha Dekh, TukkaFitt, and the blockbuster 3 Idiots. He was also the dialogue editor for Karthik Calling Karthik as well as the 2010 film Kites. He received the Best Sound Designer 'Apasara' award for his film Sanghai.

In his interaction with students, he shared his experiences about working in the cut-throat but extremely rewarding Bollywood industry. He spoke about the various filmmaking techniques and the basics of filmmaking. He explained the nuances of Cinema and its rich history. He further discussed the impact of COVID-19 on the film industry and film production as a whole. Mr. Sanjay Chaturvedi then focused on different career paths one can pursue in films and encouraged the fresh batch of SOMC students to try their luck in the industry, as he felt there was space for talent from any kind of background.



Faculty Seminar by SOL

On August 29, 2020, the School of Law organized a faculty seminar where Mr. Nikunj Singh Yadav, Assistant Professor presented a paper titled 'Land Boundary Agreement between India & Bangladesh - The 100th Constitutional Amendment Act, 2015'. Mr. Yadav discussed the dispute related to the enclaves located in India & Bangladesh and the implementation of the Land Boundary Agreement in resolving such dispute by bringing a Constitutional Amendment. The key area of emphasis of the presentation was the steps taken by both the countries over a period of time through various pacts/agreements to resolve the dispute. Quoting a remarkable advice given by the Supreme Court of India in Berubari case, the presentation highlighted how the Indian government resolved the Berubari dispute. Mr. Yadav also discussed the issues of post Land Boundary Agreement which persist in the region.



Webinar on "Creating a Winning Edge for Professional Success" At SOHM



The School of Hospitality Management organized a webinar on "Creating a winning edge for professional success" on Sep 2, 2020. Mr. Ashish Nagrath, Director Crescent Learning Systems Pvt. Ltd. was the resource person of the webinar. The session was very informative with emphasis upon, developing the skills of future in professional graduates. The resource person indicated that the preparedness for future can be done through a self SWOT Analysis. Importance of focused approach along with learning soft skills in tandem with hard (technical) skills will make the graduates' future proof. Knowledge, Attitude and Skills, are important for improving the performance of an

individual. Mr. Ashish elaborated the important skills that every professional graduate should invest in for a successful career are: Technological Skills, Communication Skills, Creativity/ Innovation Skills, Problem-solving Skills, Skills of Resilience and Teamwork.

Internal Faculty Seminar by SOL



On September 18, 2020, a faculty Seminar was organized by School of Law on 'Bloom's Taxonomy'. This seminar enabled the faculty to develop and inculcate the strategies for assessing learning outcomes of the Course Objectives through framing of questions using Bloom's taxonomy. The resource person for the seminar was Prof. R. N. Sharma, Dean, School of Law. He explained six ways for assessing the ability of the students' learning of course objectives: remembering, understanding, applying, analysing, evaluating and creativity.

Internal Faculty Seminar at SOL



On September 29, 2020, Ms. Garima Trivedi, Assistant Professor, School of Law, IUU presented a paper titled 'Gender Neutral Rape Laws: Need of the hour' as part of the Faculty Seminar.



Ms. Trivedi pointed out that the Indian Law should recognize gender specific Laws for rape. Ms. Trivedi busted the myth that only women can be victims of rape. Rape crime is common among men and transgenders as well. She also quoted

various Landmark Judgments in her discussion. She concluded her discussion with the highlights of the Criminal Law (Amendment) Bill, 2019 which has been drafted with the main objective of devising gender-neutral laws especially in the area of sexual offences in India.

Rendezvous "Meet & Greet": An Academia-Industry Interaction at SOHM

The School of Hospitality Management initiated an Academia-Industry Interaction series titled Rendezvous "Meet & Greet" on Sep 30, 2020, aimed at bringing industry and academia closer. The Dean Prof. Vinay Rana said, "It is essential for both industry professionals and academicians to maintain a healthy network." Rendezvous "Meet & Greet" Series will aid both to stay updated with the current trends and share knowledge mutually beneficial to one another. Budding hoteliers will meet online, the seasoned professionals and will interact and network for their professional development. The first Team in the online series of Rendezvous "Meet & Greet" was Hotel Hyatt Regency, Amritsar.

LIVE
Meet & Greet
Platform : Microsoft Teams

SCHOOL OF HOSPITALITY MANAGEMENT

HOTEL HYATT REGENCY AMRITSAR

Presents

RENDEZVOUS

MEET & GREET

(Industry- Academia Interaction)

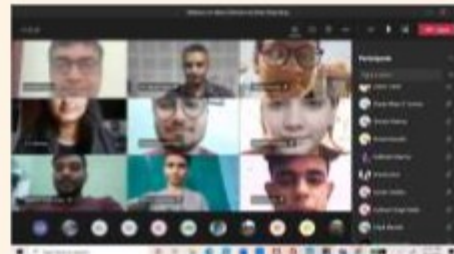
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WEBINAR ON NEWS SELECTION & NEWS REPORTING AT SOMC

The School of Mass Communication (SOMC) organized an interactive webinar on 'News Selection and News Reporting' on October 3, 2020. The resource person for the event was Mr. Janardan Misra, Senior Journalist, United News of India (UNI). In his discussion with the students, Mr. Janardan Misra spoke about the process of selecting news and how journalism is changing every day. He also explained the changing trends of news reporting.



INTERACTIVE WEBINAR ON *Public Relations* AT SOMC



An interactive webinar about Public Relations was conducted by the School of Mass Communication on October 6, 2020. Mr. Prakhar Goswami, Personnel Officer & Public Information Officer (Corporate), Uttar Pradesh Rajya Vidyut



Utpadan Nigam Limited (UPRVUNL) was the resource person for the webinar.

Mr. Prakhar Goswami first demonstrated some PR & Advertising campaigns by Indian brands. He then highlighted how companies use public relation strategies in advertisements to build relations with their audiences. He explained to students the difference between various PR tools like Press Releases, Press Conferences, Expos, Events, Trade Fairs, etc., and mentioned how each plays a valuable role in developing PR for a brand or a company. Mr. Prakhar Goswami further reiterated that many opportunities exist in the domain of Digital PR and finally answered all the queries of enthusiastic freshers from the School of Mass Communication.

Rendezvous Meet & Greet an Academia-Industry Interaction at SOHM

On October 7, 2020, Rendezvous "Meet & Greet" an Academia Industry Series initiated by School of Hospitality Management (SOHM) aimed at bringing industry and academia closer was organized. The Meet and Greet was aimed at professional development of the students of hospitality management. As a part of second chapter in the series of Rendezvous "Meet & Greet" the interactive webinar was scheduled with Chef Jai Kumar Bhasin, Executive Chef-Royal Caribbean Cruise Line & International Chief Adviser to World Chef Choice Federation.

Chef Jai Kumar Bhasin has been a Cruise Line Chef, meeting guests from various nationalities and has worked with a multinational brigade. Chef Bhasin elaborated that life of a Cruise Line Chef involves visiting breath-taking ports, sampling delicious food, meeting new people and experiencing a multi-cultural work environment. He highlighted his personal experience as a cruise line chef, the hard life, and long working hours, yet never failing in the commitment to ensure impeccable service day after day, with finesse and precision. For the students, it was a delight to interact with Chef Jai Kumar Bhasin.



Webinar on **"Right to Disconnect: A Prospective Human Right"** at SOL



A webinar was jointly organized by the School of Law, IMS Unison University and Department of Law, H.N.B. Garhwal University on the theme 'Right to Disconnect: A Prospective Human Right' on October 15, 2020. Prof. R.N. Sharma, Dean, School of Law, IMS Unison University and Prof. A. K. Pandey, Dean & Head, School of Law, HNB Garhwal University were the Conveners of the event. This theme was chosen after much deliberation on the changing dynamics of working culture in the present pandemic times. The event was envisaged under the acumen of esteemed patrons Prof. Gautam Sinha, Honorable Vice Chancellor, IMS Unison University and Prof. A. A Bourai, from H.N.B. Garhwal University. Advocate Ms. Aishwarya Bhati, Additional Solicitor General of India graced the occasion as the keynote speaker with her insightful views on this nascent topic.

She emphasized that right to disconnect should very well be seen and explained within the contours of the Indian Constitution. Work-from-home culture has impacted an individual's social life and mental health, especially after the COVID-19 pandemic. To protect the individual's social life and mental health the 'Right to Disconnect' was proposed as a viable solution, to protect the individual's human and legal right. It was proposed that employers should care for physical and mental health of all the staff. It is imperative that employees, after completion of working hours, be given the 'Right to Disconnect' from the employer's work. The participants explored the humanitarian and legal issues involved in the 'Right to Disconnect' to enable us to find possible solutions, and alleviate the issues faced by the workers.

Internal Faculty Seminar at SOL

In the series of Internal Faculty Seminar, School of Law (SOL), Ms. Ayushi Bisht, Assistant Professor presented a research paper titled "Bail is Rule and Jail is an Exception: An Analysis."

Ms. Ayushi has pointed out that provision relating to Bail provided in the code of Criminal Procedure. She also explained that provisions in the Code of Criminal Procedure are sufficient to protect an accused person from unreasonable detention in jail without any trial or during a long pending trial.



Ms. Ayushi expressed the concern that still many accused persons who are entitled to get bail are languishing in jail for years. Ms. Ayushi has explained through case law that there is a need to efficiently implement the provisions of bail for giving due protection to the accused person. It will not only ensure the right to life and liberty enshrined in the article 21 of the Constitutional of India but will also ensure the accused person to protect himself in the case which is under trial.



Faculty Seminar and Paper Presentation at SOMC

The School of Mass Communication, IUU organized an interactive Faculty Seminar and Paper Presentation on October 31, 2020, as part of the Faculty Seminar series. Dr. Vikash Singh was the resource person for the seminar. He presented a paper on the topic 'Modi's Formula and Television Drama'.

His paper focused on the Demonetization drive undertaken by PM Narendra Modi and the role of television in coverage of the same. Topics such implementation of Demonetization, role of TV news channels & the implications of the media coverage on a national policy was discussed by the resource person.



School of Mass Communication Organizes a Webinar on 'Filmmaking and TV Production'



The School of Mass Communication organized an interactive webinar on the topic 'Filmmaking and TV Production', by prominent Film Director Mr. Debashish Acharya on November 3, 2020. Mr. Debashish Acharya has worked on multiple national and regional film and TV projects. Mr. Acharya commenced the webinar by discussing the basics of



TV and film production. He spoke about the importance of location survey, call sheets, script writing, and conceptualization of a story. He discussed the process of pre-production, production, post-production of a film, and TV production in detail while emphasizing the importance of groundwork since Film and TV productions are capital and labor intensive. Topics such as first cut, speed of a film, background music, dubbing of dialogues in a film, dubbing of dialogues in a serial, sound mixing, lighting, continuity sheet, floor plan & chart, dialogue delivery and recording of dialogues and music were also discussed in the webinar.

Hoteliers Rebound - An Academia Industry Interaction



Mr. Dinesh Kumar hosted the interaction titled "Hoteliers Rebound, 2020," "Rendezvous "Meet & Greet" was an Academia-Industry Series initiated by School of Hospitality Management. He has many accolades to him, being the founder of a consulting and training firm, Hospitality Navigator; author of the bestseller "Insane Hotelier," Curator of Hospitality Navigator Academy, a fine dining restaurant "On the Wok" based out of Hyderabad, on November 4, 2020. The session was moderated by Chef Abhay Chamoli, Assistant Professor-SoHM. The session was motivational and informative for hospitality students as it covered the key topic of career planning in hospitality industry.

The career goal setting and methodology to achieve the goals were elaborated. The resource person educated the students on formulas to solve problems and importance of relevant information, relevant knowledge, relevant experience, and relevant data. The students learnt by actively participating in the tasks given by the Mr. Dinesh Kumar.

Webinar on 'The Role of Journalism in Indian Democracy and Society' at SOMC

The School of Mass Communication organized an interactive webinar on the topic 'The Role of Journalism in Indian Democracy and Society' as part of the SOMC webinar Series on November 5, 2020. Prof. K. G. Suresh, Vice-Chancellor, Makhanlal Chaturvedi National University of Journalism and Communication, Bhopal, MP; and former Director General of Indian Institute of Mass Communication, was the eminent guest invited to speak at the event.



The session began with the introduction of Prof. K.G. Suresh who has decades of experience in the press and academics. Prof. Suresh initiated his lecture with a conversation on the history of Journalism in India and its role in the freedom struggle. He spoke about Vernacular Press and its growth, and the qualities of a journalist. He mentioned journalist Arun Shourie, his role in Investigative Journalism, and his impact on society. He spoke about iconic journalist P. Sainath and urged students to read his book 'Everybody Loves a Good Drought', based on research on poverty in rural India. Prof. Suresh encouraged the students to have an inquisitive mind and be knowledgeable about the history of journalism and the Indian Constitution. He said that they should also keep themselves updated with new technologies as it has become a vital communication tool and an important resource while reporting from the field.

Webinar On 'Digital Journalism'

by Mr. Shivam Pandey, Correspondent, Times Now



The School of Mass Communication organized an informative webinar on the topic 'Digital Journalism' as part of the SOMC webinar series on November 6, 2020. Mr. Shivam Pandey is a Correspondent at news channel Times Now, and former journalist with AajTak, and is an esteemed alumnus of the university.

Mr. Shivam Pandey began his session with a short interaction with the students, explaining the concept of Digital Journalism. He elaborated on how Digital

Journalism is interchanging and evolving with the growth and proliferation of the internet and technological devices. He spoke about the concept of Trending stories, Search Engine Optimization (SEO), and the role and required skills of a Digital Journalist. Mr. Shivam Pandey happily answered each and every question raised by the inquisitive students.



WEBINAR ON 'Television Journalism'

ORGANIZED BY THE SCHOOL OF MASS COMMUNICATION

The School of Mass Communication organized a webinar on the topic Television Journalism, as part of the SOMC webinar series on November 9, 2020. Ms. Saumya Sharma, a Television Reporter with CNN News18 News Channel and an alumnus of the School of Mass Communication, was the resource person of the event.

The webinar commenced with an introduction of Ms. Saumya Sharma who previously worked with Times Now channel as an Entertainment reporter. Thanking everyone for the warm welcome, Ms. Saumya Sharma commenced by discussing the art of conducting interviews for Television. She mentioned how reading newspapers and magazines on films helps an entertainment journalist prepare



for interviews with celebrities. She shared the challenges of field reporting and discussed the work of the Input and Output department of a TV organization. She said that one should be well-informed and should be ready to pitch in immediately in any capacity in times of an emergency. Ms. Sharma then proceeded to answer the questions of the enthusiastic students. She conversed on her life of interviewing celebrities, advising students to prepare for a career in TV journalism. She told them to practice mock interviews and urged them to learn as much as they can with the facilities provided by the department.



FACULTY RESEARCH SEMINAR AT SOM

In continuation of Faculty Research Seminar Series, Mr. Raghav Upadhyai, Assistant Professor, School of Management delivered an insightful presentation on his research work on November 23, 2020. He emphasized upon how Dyadic Approach can be used in Measurement of Service Quality in Multispecialty Hospitals in India. Dyadic approach includes involvement of both the service provider and the service seeker in quality evaluation in professional services like Hospitals.



Vice Chancellor Prof. Dr. Gautam Sinha and Prof. Dr. Ravikesh Srivastava, Pro-Vice Chancellor IUU enriched the knowledge of audience by contributing their views on this novel approach and meaningful insights into the academic literature on service quality. Faculty members including Dr. Kalyani Rangarajan, Dean, School of Management and Dr. P.G. Dangwal, Coordinator-Research, School of Management were present during the session along with other faculty members in this knowledge sharing seminar series.

School of Mass Communication Organizes Faculty Seminar

In an enriching experience for the faculty members of the School of Mass Communication, a Faculty Seminar was conducted on November 28. The resource person was Mr. Himanshu Pathik, Assistant Professor, SOMC. The topic of the seminar was 'Application of Artificial Intelligence in New Media.' The seminar served as a bridge to update current knowledge and latest advancements in New Media Technologies and innovation and to initiate discussions among the researchers at SOMC.

The resource person apprised the faculty members of new and emerging applications of Artificial Intelligence and Immersive Media. Augmented Reality Virtual Reality, the concept of Deep Learning, Use of AI for news algorithm, AI generated news stories, use of AR in news programming, the impact of AI on journalism jobs, emphasis on User Interface (UI) and User Experience (UX) for New Media were some of the topics discussed during the presentation. The seminar concluded with an interactive Q&A session, where faculty members debated and discussed the role and impact of AI on the rapidly changing digital news ecosystem.



Faculty Seminar by SOL

On December 28, 2020, an internal faculty Seminar was organized by School of Law (SOL) on the topic 'Predatory Pricing: An Abuse of Dominant Position'. The resource person for the seminar was Kshitij Kumar Rai, Assistant Professor, SOL. He explained the demerits of predation of price and how an enterprise manipulates the price of product or services by selling it below its cost of production to reduce the competition or eliminate the competitors from the market. It is an abuse of dominant position and taken as anti-competitive activities under the Competition Act. This Seminar enabled the faculty to understand the relevance of predatory pricing in competition law and how it is used as a price strategy by enterprises to manipulate the market and disturb the competition.

Webinar on *'A Day in Life of General Manager'* at SOHM



The School of Hospitality Management (SOHM) organised a webinar titled 'A day in Life of General Manager' on February 17, 2021 as Chapter 5 of Rendezvous - Meet & Greet series. Mr. Kumud Singh, General Manager, Jaypee Green Golf and Spa Resort, Greater Noida was the speaker. Mr. Kumud discussed the various avenues of the General Manager's job and gave valuable inputs on

Revenue Management, Stress Management and highlighted the Management Training (M.T.) program. It was a fruitful and knowledgeable session for the students.



National Seminar at School of LAW



The School of Law organized its 7th National Seminar on March 19 and 20, 2021 at IMS Unison University (IUU). The Chief Guest, Prof. S. K. Bhatnagar inaugurated the seminar with lighting of the lamp followed by Saraswati Vandana and floral felicitation. A thought-provoking address was delivered by the Prof. R. N. Sharma, Dean School of Law. Addressing the gathering, Prof. Gurdeep Singh, Chancellor, IUU invigorated the minds of attendees by asking them to contemplate whether the Constitution really addresses our expectations. Prof. Gautam Sinha, Vice Chancellor, IUU accounted that the theme of the seminar can be looked upon from different angles. We take it in the manner that 'we the people of India' have enacted this constitution and desire that our expectations and aspirations are written in the form of Preamble. Prof. S. K. Bhatnagar, enlightened the gathering regarding strength of the Indian constitution in his invigorating declamation. He said, "institutions do not become old, only the people tend to become old." Prof. C. S. Patil Reddy, keynote speaker also apprised the gathering regarding the Constitutional Assembly. He discussed the drafting of Indian Constitution and highlighted the efforts of great scholars who held their contribution in the same. The ecstatic two-day event witnessed 3 technical sessions graced by the erudite and competent experts. The seminar came to an end with valedictory ceremony graced by Prof. Paramjit S. Jaswal who acquainted the gathering with his words of wisdom. The event concluded with the award ceremony for best papers.



Panel Discussion on Business Incubators



A panel discussion on 'How to make business incubators more effective' was organized by the School of Management (SOM) on March 13, 2021. The discussion was initiated by Dr. Himanshu Mahobia and Mr. Ashish Mahendra. The panel included six eminent personalities namely Prof. Vinay Nangia, Prof. Vinay Sharma, Mr. Nirmal K. Bhardwaj, Mr. Sarvesh K. Goorha, Mr. Pramudit Somvansh, and Prof. Davinder Singh. The panel discussed about how we can visualize innovation and identify newer ways to adapt the usage of innovative technologies and explore new opportunities to achieve

enhanced effectiveness and growth in a sustainable manner. Further, the panel explained that a degree does not define an entrepreneur and highlighted the key qualities of a successful entrepreneur. The panelist also quoted the need for sustainable development and the repercussions when the nature decides to take its own course. The panel also explained the importance of 'Venture Incubators' and how young individuals can be guided and motivated to build a career as an entrepreneur and opt for a start-up at an early stage.



Internal Faculty Seminar Organized by School of Law

An internal faculty seminar was organized by the School of Law (SOL) on the topic 'Personal Data Security vis-a-vis Right to Privacy' on February 27, 2021. The resource person for the seminar was Ms. Punam Kumari Bhagat, Assistant Professor, SOL. This Seminar enabled the faculty members to understand the relevance of the Right to Privacy of an individual and the contemporary laws on personal data security and privacy all throughout the world. Ms. Bhagat explained the concept of



privacy, its evolution, and the status of the right to privacy at a national and international forum. She also explained the need for data protection laws in the current scenario and the data security laws which is in force in every country along with India. She also discussed the salient features of the Data Protection Bill - 2019. Finally, she summed up her presentation by identifying the flaws of the bill and giving her suggestions to cope up with such drawbacks.



Internal Faculty Seminar Organized at SOMC

The School of Mass Communication (SOMC) organized an internal faculty seminar on the topic 'Cybercrime in Society: Problems and Prevention', on February 27, 2021. The resource person, Ms. Sakshi Tiwari, Assistant Professor, SOMC discussed the ongoing problems of cybercrime in society. In her presentation, she quoted the National Crime Records Bureau (NCRB) data which highlighted the growing rate of cybercrime cases in India. She said children and women have become a soft target for criminals in cyberspace and proactive steps have to be taken to curb this problem. Ms. Tiwari highlighted the need of educating citizens about Cyber Laws that can protect them against cybercrime.



Internal Faculty Seminar by Prashant Pandey

The School of Management (SOM) organized an internal faculty seminar on March 2, 2021. The resource person for the seminar was Mr. Prashant Pandey, Assistant Professor, SOM. Mr. Pandey presented a paper on 'The Removal of Harmful Volatile Compounds using Natural Clay'. In the United States (US), the Occupational Safety and Health Administration (OSHA) and World Health Organization (WHO) have come up with some guidelines for these air pollutants, and these guidelines are not perceived to be adequate. From the last decade in the Indian continent, several initiatives, largely in the academic sector have taken place regarding measurement and control of VOCs. Rapid economic and urban population growths have triggered a series of challenges to the endeavours of maintaining clean air. Studies on indoor pollution are important, since an average person spends more than 80% of the daytime in the indoor environment, either in the home or in the workplace. Conversely, improved air quality can lead to improved productivity. Among the Volatile Organic Compounds (VOC), benzene is confirmed as a human carcinogen. The other VOCs, such as hexane, heptane, and octane can affect the human central nervous system. Mr. Pandey in his presentation emphasized to focus on improvement in indoor air quality by adsorptive removal of VOCs, is of high impact as it is directly related to the health of human beings in day-to-day life.



Research Seminar on Bibliometric Research

A faculty research seminar was conducted at School of Hospitality Management (SOHM) on February 5, 2021. Mr. Amit Tariyal, Assistant Professor, SOHM was the resource person. The seminar was aimed at providing insights on "How to conduct Bibliometric Analysis of Literature Review." Bibliometrics analysis is an indispensable statistic tool to map the state of the art in each area of knowledge and identify essential information for various purposes, such as prospective research opportunities and substantiating research. Bibliometric Research is the statistical analysis of books, articles, or other publications, to measure the "output" of individuals & the research teams, institutions, and countries; to identify national and international networks, and to map the development of new multi-disciplinary fields of science and humanities.

Faculty Research Seminar at SOHM

A faculty research seminar presentation was conducted at the School of Hospitality Management (SOHM) on March 20, 2021. The seminar was aimed at providing insights on "How to write an



introduction for a research paper with a scientific approach." Mr. Abhay Chamoli, Assistant Professor, SOHM was the resource person for the seminar. The introduction to a research paper is where a research scholar sets up his/her topic and approach for the reader, depending upon whether the paper to be written presents the results of original empirical research or construct an argument with relevant resources.



SOLA Conducts Internal Faculty Seminar



A Faculty Seminar was organized by School of Liberal Arts (SOLA) on March 21, 2021. Dr. Shalini Kandpall, Assistant Professor, SOLA presented a paper on "Perception towards traditional face-to-face vs online learning: A study on senior secondary school students during COVID-19 pandemic". During the session, Dr. Kandpall emphasized the areas that lead to problems faced by the senior secondary students during the pandemic period. She also brought

out the salient features that affected their perception with regards to online learning vis-a-vis face-to-face learning. The presentation was derived out of the survey that Dr. Kandpall had conducted on the senior secondary students to analyze their perception. It was widely appreciated by all and was a great learning experience.



SOL Organizes Internal Faculty Seminar



An internal faculty research seminar was organized by School of Law (SOL) on March 25, 2021 by Mr. Hardik Daga, Assistant Professor, SOL who presented a paper on the topic 'Agreement on Safeguard and India'. Mr. Daga emphasized on rules and regulations about safeguard measures under the World Trade Organization and Indian Domestic Law. He mentioned the recent trends followed by the Director of Trade Remedies and the Central Government. He went on to further discuss the responsibility of the state towards its domestic manufacturers and consumers, and the need to strike a balance between them.

Internal Faculty Seminar by Dr. Gaurav Chopra



A paper on "Effectiveness of e-learning portal from students' perspective: A structural equation model (SEM) approach" was presented by Dr. Gaurav Chopra, Assistant Professor, School of Management (SOM) during the internal faculty seminar on March 28, 2021. In his paper he proposed a second-order model of e-learning system and a second-order model of e-learning effectiveness. E-learning system has been defined by three first-order constructs: system quality, service quality and information quality. E-learning effectiveness has been defined by two

first-order constructs: user satisfaction and net benefits. The predictability of the proposed model is high in explaining the impact of e-learning system on e-learning effectiveness.



Internal Faculty Seminar by Mr. Ashish Mahendra

Mr. Ashish Mahendra, Assistant Professor, School of Management (SOM) presented a paper on the topic 'Financial Astrology and Behavioral Bias: Evidence from India,' during the internal faculty seminar on January 23, 2021. Mr. Ashish is a National Stock Exchange (NSE) certified financial-advisor and has also conducted workshops for the usage of 'Bloomberg databases.' In his presentation, he elaborated on the retrograde effect of the planet Mercury specifically the stocks listed at Bombay Stock Exchange (BSE) including the 'Nifty50.' For his study, Mr. Ashish Mahendra applied the parsimony principle and deployed a model known as, 'Exponential Generalized Autoregressive Conditional Heteroscedastic' Model abbreviated as EGARCH. To the surprise of all present, Mr. Ashish concluded with his correlation that Indian stock indices show asymmetrical shift during the retrograde movement of Mercury.



Internal Faculty Seminar by Ms. Kajal Choudhary

Ms. Kajal Choudhary, Assistant Professor, School of Law presented a research paper titled "Freedom of Speech and Expression: A comparative analysis of Indian Constitution and U.S. Constitution" as the part of internal faculty seminar on January 30, 2021. Ms. Kajal Choudhary, explained different dimensions of the Freedom of Speech & Expression. She said that implied meanings exist in parallel provisions, such as in the freedom of press, the Right to Information, right to be silent, all of which are not directly articulated in Article 19(1) (a) of the Indian constitution. In the First Amendment of the Constitution of the United States, Ms. Kajal emphasized, the provision of freedom of speech & expression and the freedom of press are explicit and lawfully protected, that too, without any ambiguity. She also brought out the fact that these freedoms, in practice, are stronger in United States than in India. At the same time, Ms. Kajal revealed that both constitutions do not give absolute freedoms.



Faculty Seminar on Use of Mendeley Software

A session on the 'Use of Mendeley Software in Research' was conducted by Dr. Stuti Saxena, Assistant Professor, School of Liberal Arts (SOLA) on April 4, 2021. In her session, Dr. Saxena explained the utility of Mendeley software in doing literature review while writing research papers. She elaborated that Mendeley is a widely used software for undertaking Systematic Literature Reviews (SLRs) and is a potent tool for comprehending the way theory-building happens in research papers. It was an insightful session and a great learning experience for all the faculty members who attended the seminar.



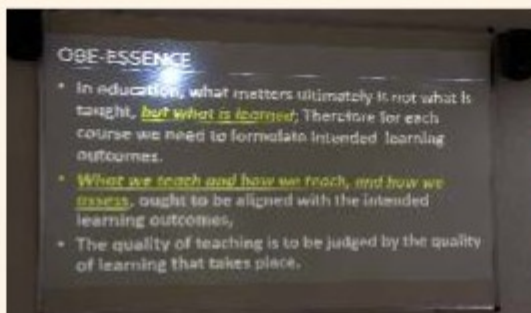


Session on Outcome Based Teaching, Learning & Evaluation

A session on 'Outcome Based Teaching, Learning and Evaluation

Processes' was organized by the School of Liberal Arts (SOLA) on April 9, 2021. The session was attended by faculty and staff

members from SOLA and other departments. Dr. Prakash Tiwari, Professor and Dean Accreditation, DIT University, was the resource person. He emphasized on the teaching, learning and evaluation processes keeping in mind the present-day academic requirements. He shared the best academic practices which enhance student learning. The session was fruitful for all the participants.



Session on Use of Endnote Software in Research

A session on 'Use of Endnote Software in Research' was conducted by Mr. Prashant Pandey, Assistant Professor, School of Management (SOM) on April 11, 2021. In his session, Mr. Pandey explained utility of the software for doing literature review. He explained that, through this software a researcher can create an online library, make notes, highlight, and use different citation styles as per requirement. Overall, it was an insightful session and a great learning experience for all the faculty members.

SOHM Organized Webinar on 'Personal Brand, Employability and Work Opportunities in the USA'



The School of Hospitality (SOHM) conducted a webinar on 'Personal Brand, Employability and Work Opportunities in the USA' at School of Hotel Management on April 14, 2021, as part of the Rendezvous, the Industry and Academia Meet of SOHM. The resource person for the webinar was Dr. Robert J. Thompson from Department of Hospitality and Tourism Management, University of South Alabama. The session was attended by the students of SOHM also students from Institute of Hotel Management (IHM), Dehradun participated in the webinar. The objective of the webinar was to walk students through the process of how to build your own personal brand, drafting of an inspiring resume and prominence of mentoring. Dr. Thompson discussed with students

the numerous employment opportunities available for students in the United States of America. Participants raised several questions throughout the event. In the end, Dr Jagdeep Khanna, Principal, IHM Dehradun gave suggestions for paving ways for effective international placements for Indian hospitality students.

The School of Liberal Arts Organizes 1st National E-Webinar



The School of Liberal Arts (SOLA) on May 1, 2021 organized National E-Webinar on the theme 'An Equal World is an Empowered World'. Prof. Sharmila Sreekumar, Professor, IIT Bombay, was the Chief Guest for the event. In her address, Prof. Sreekumar emphasized the issues pertaining to gender inequality and suggested meaningful ways to eradicate this menace. Participants from about

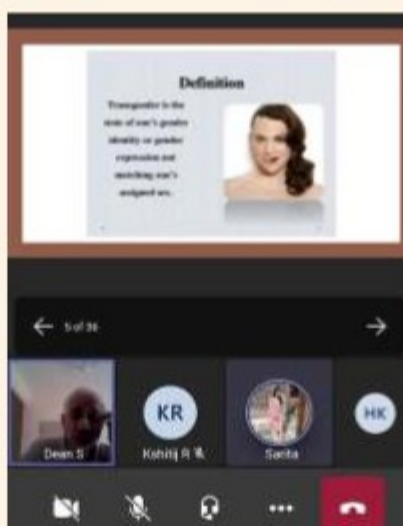
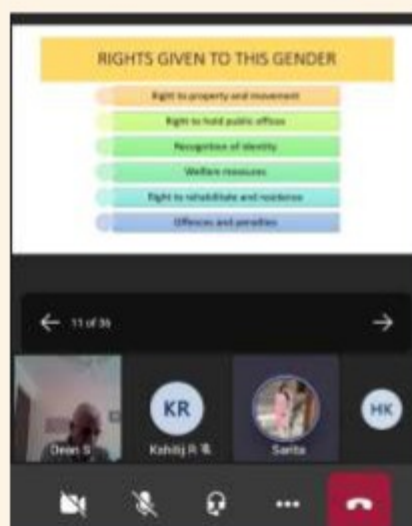


20 International and National Institutions of repute including South Centre (Geneva), Tata Institute of Social Sciences (Guwahati), Jamia Millia Islamia (New Delhi), Sri Venkateshwara College, University of Delhi (New Delhi), University of Hyderabad (Hyderabad), Wildlife Institute of India (Assam), Panjab University (Chandigarh) and other higher education institutions participated in the conference and presented their papers. The one-day event was divided into two technical sessions. Technical Session-I was graced by the competent expert, Prof. Chakravarty Mahajan, Assistant Professor Department of Anthropology, University of

Delhi. The Technical Session II was honored by Prof. Rinzi Lama, Assistant Professor, Department of Anthropology, University of North Bengal. Prof. Ravikesh Srivastava, Pro Vice Chancellor, and Prof. Amit Adlakha, Officiating Dean, School of Liberal Arts also shared their thoughts on some very pertinent issues relating to Women Empowerment and Equality during the webinar.



Faculty Research Seminar on Transgender Rights at SOL



A faculty research seminar was organized by the School of Law (SOL) on the topic 'Transgender Rights in India with special mention of Protection of Transgender Bill 2019' on May 1, 2021. Ms. Sarita, Assistant Professor, School of Law presented her study on the topic. During the session, she threw light on the socio-economic status of Transgenders and misconceptions about them. Ms. Sarita also highlighted the problems faced by Transgenders and discussed the landmark judgments. In the end, she discussed the highlights of the 2019 bill along with problematic aspects of the bill.

Faculty Research Seminar at School of Hospitality Management



A faculty research seminar was conducted at the School of Hospitality Management (SOHM) on May 26, 2021. The webinar was aimed at providing insights on 'Writing an Effective Research Proposal'. Ms. Megha Sharma, Assistant Professor was the Resource Person for the seminar. The session touched upon



introduction writing, the importance of review of literature, the importance of methodology designing, and bibliography. The webinar was attended by Prof. Ravikesh Srivastava, Pro Vice Chancellor along with Prof. Vinay Rana, Dean, SOHM and all the faculty members and research scholars of SOHM.

Faculty Research Seminar at School of Law



An internal faculty research seminar was organized by the School of Law (SOL) on May 31, 2021. Ms. Garima Trivedi, Assistant Professor, SOL gave a presentation on the topic 'Right to be Forgotten: Changing Dimensions of Legal Rights in Digitalized World'. She discussed that one of the concerns of living in the digitalized world is the problem of the protection of personal data and information. The protection of personal data is inextricably linked with privacy. The rule of privacy is encapsulated in right to be left alone. The current data protection regime in India does not recognize an individual's 'Right to be Forgotten'. She also discussed some of the landmark judgments like, Google Spain SL, Google Inc. v. Agencia Española de Protección de Datos, Mario Costeja González (ILEC 060 (CJEU 2014) Dharmaraj Bhanushankar Dave v. State of Gujarat (2015 SCC OnLine Guj 2019), Vasunathan v. The Registrar General, High Court of Karnataka (2017 SCC Online Kar 424), which have recognized right to be forgotten as an inherent aspect of the Right to privacy.

E-Talk at SOHM



An E-Talk about 'Hospitality Industry: Surviving the COVID-19 Challenges' was organized by the School of Hospitality Management (SOHM) on June 15, 2021. The keynote speaker for the E-Talk was Dr. Noel Scott, Adjunct Professor of Tourism Management, University of Sunshine Coast, Queensland, Australia. In the E-Talk, Dr. Scott spoke about COVID-19 disrupting the tourism, hospitality, and leisure sectors worldwide. Dr. Scott also discussed about how the pandemic situation has offered space for academics, industry, and policymakers to think again about what tourism, hospitality, and leisure are for, who they are for, and how they might be reconsidered as we transit into a post-pandemic future. The E-Talk was attended by

hospitality students, faculties from various institutes and universities pan-India, Sri Lanka, Philippines, and Maldives. The session was assisted by Mr. Shashi Kant, Assistant Professor, SOHM.

Faculty Research Seminar at SOHM

A monthly faculty research seminar presentation was conducted at the School of Hospitality Management (SOHM) on June 28, 2021. The webinar was intended at delivering insights on 'Introduction to Patents' by Mr. Sumit Pratap, Assistant Professor, SOHM. The session concentrated on providing a basic outline of patents and need-to-know information for inventors to streamline the patenting process. The webinar was attended by Vice Chancellor, Prof. Gautam Sinha and Pro Vice Chancellor, Prof. Ravikesh Srivastava along with the Dean SOHM, Prof. Vinay Rana and faculty members of the School of Hospitality Management.

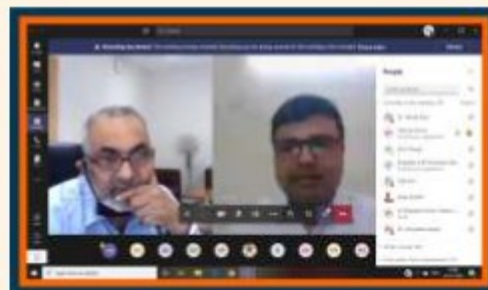
Faculty Research Seminar Conducted by School of Mass Communication

An internal faculty research seminar was conducted by School of Mass Communication (SOMC) on May 31, 2021. The resource person the seminar was Ms. K. Nungshithoibi Singha, Assistant Professor, SOMC. The topic of the seminar was "Digital Literacy: Imperatives for a 21st Century Citizenry". During the seminar Ms. Singha discussed the concept of digital literacy and its relevance at the present times. She explained the various forms of literacies and elaborated on the difference between media and digital literacy. The overall session was highly informative.

FDPs Online FDP Organized by SOM



School of the Management (SOM) successfully organized Online Faculty Development Program (FDP) on "Personal Finance-Chitt bhi meri, Patt bhi meri" on July 3, 2020. The FDP threw light on detailing of financial goals and setting short term and long-term financial



plans. It was chaired by eminent facilitators such as Dr. Hemendra Gupta, Mr. CSP Shukla and Mr. Uttam Kumar who are all Certified Financial Planners. The session was interactive and knowledgeable and enriched the participants.

FDP on Research Methods and Innovative Teaching Techniques by SOL

The School of Law (SOL) organized one-week Online FDP on "Research Methods and Innovative Teaching Techniques" from June 29 to July 4, 2020. The objective of the program was to execute the University's mission of "Learning without Constraints". In consonance with its objective, the event was a success. Under the direction and supervision of Prof. Dr. RN Sharma, Dean School of Law a committee was constituted comprising of Ms. Shalini Saxena, Ms. Maryanka and Ms. Garima Trivedi for efficiently conducting the event. In this programme more than 470 teachers and scholars participated from across India.

SOMC Organizes Faculty Development Program on 'Data Journalism'



The School of Mass Communication (SOMC) on February 6, 2021, organized a Faculty Development Programme (FDP) on 'Data Journalism'. Mr. Dipu Rai, Associate Editor, TV Today Network and Senior Data Journalist - India Today Group was the resource person for the programme. The FDP was attended by 80 participants from reputed universities like Delhi University, Makhanlal Chaturvedi National University of Journalism and Communication - Bhopal, University of Chittagong, Central University of Punjab, Lucknow University, Punjabi University - Patiala, GGS IP University - Delhi, VIT University, Amity University, Christ University - Bengaluru & GD Goenka University among others.



During the session, Mr. Rai demonstrated the processes involved in the finding, collection, scraping, cleaning, analyzing and the visualization of data. He explored the various sources of data available to analyze and write a news report. Mr. Rai also displayed how

data can be used for visualization in Newsrooms, Data Visual Perception and Narrative Storytelling. Mr. Dipu Rai is an investigative and data journalist focusing on data-driven stories and is actively involved in the analysis and visualization of data at India Today's Data Intelligence Unit.



WORKSHOPS



Special Sessions on Careers in HR & Finance by SOM

The School of Management (SOM) successfully organized an orientation program for its new batches of MBA & Integrated BBA-MBA from August 17-26, 2020. The school invited Mr. Raghu Krishnamurthy, HR Expert and Dr. S.S. Shanthakumari, Financial Expert as resource persons to speak on 'Careers in HR & Finance for MBA Students' on August 26. Mr. Raghu Krishnamoorthy is a seasoned global executive with more than 37 years of experience in driving business outcomes as a Human Resources professional. He is currently working as an Executive Director at Mentora Institute. He shared his personal experiences and his life journey with students and responded to their numerous questions. Dr. S.S. Shanthakumari is a Career Counselling Consultant, and her interest is to guide the younger generation to choose a career path based on their interest. Her educational experience of more than one decade has helped in gaining knowledge and expertise in the field of finance. Her expertise lies in statistical and financial Modeling using software packages. Dr. Shantakumari guided the future managers on career opportunities available in the field of finance after completion of their MBA program. She mentioned numerous choices available in finance domain. She also discussed different courses (CFA, CFP, ICWA) students can opt for, while pursuing as well as after completing MBA. The sessions were very insightful, knowledgeable, and informative for all the students.



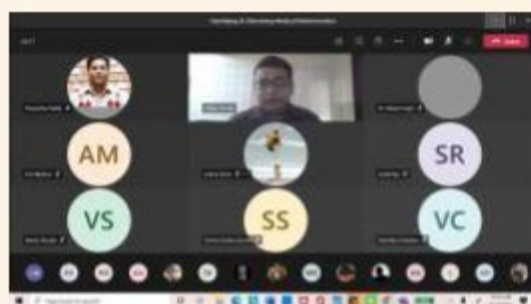
Culinary Demonstration of "Soupe De Champignons" from Julia Child's Recipe at SOHM

The classical Cream of Mushroom Soup from Julia Child's Recipe was prepared in Online Culinary Demonstration session on September 3, 2020, for BHM students as part of series on recipes around the world. Julia Carolyn Child (1912 - 2004) was an American cooking teacher, author, and television personality. She is recognized for bringing French cuisine to the American public with her debut cookbook, "Mastering the Art of French Cooking", and her subsequent television programs, the most notable being "The French Chef", which premiered in 1963. Soups made with

cream and mushrooms are much older than the canned variety. Ancient Italian (Salsa) and French (Bechamel) cream sauces, and soups based on them have been made for many hundreds of years. Chef Julia Child was the first one in America, to prepare creamy mushrooms soup with fresh ingredients and by using different varieties of mushroom in the year 1979.



Workshop on Identifying and Debunking Medical Misinformation Organized by SOMC



An online workshop on 'Identifying & Debunking Medical Misinformation' was organized by the School of Mass Communication on September 12, 2020. The resource person was Dr. Aditya Kumar Shukla, Assistant Professor, SOMC & a certified Fact and Fit Trainer from the Health Fact-Checking India Network. In an informative workshop for SOMC students, Dr. Shukla spoke about the rise in misinformation with the proliferation of COVID-19 pandemic. He highlighted how important medical news related to the pandemic gets distorted and misinterpreted. He emphasized the need for video verification, image verification, source verification among many other aspects of curbing medical misinformation. The workshop concluded with a question and answer session.



International Housekeepers Week Celebration at SOHM

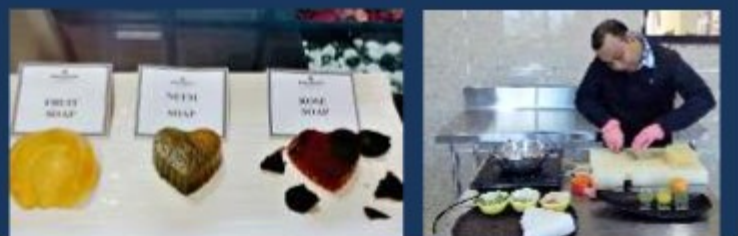


To recognize the work of the Housekeeping staff the School of Hospitality Management (SOHM) at IMS Unison University observed 'International Housekeepers Week' celebration on August 16, 2020 keeping in mind the safety guidelines for the pandemic. On the occasion an online message was delivered by Mr. Radhey Shyam, Executive Housekeeper, Hotel JW Marriott, Pune for Hospitality students.

Online Posters were also presented by students of SOHM on the given theme: The online event was followed by an offline event 'Best out of Waste' wherein presentations were given by the housekeeping staff of IMS Unison University (IUU) and a brief mm (and a appreciation ceremony for was organized for them. Special Guest of the appreciation ceremony Colonel Pranav Kumar, Registrar, IUU, elaborated on the importance of Housekeeping brigade in upkeep of cleanliness and hygiene which has gained greater importance during this pandemic.

Soap Making Workshop at SOHM

A special online workshop on Soap Making was done at housekeeping department of the School of Hospitality Management on Dec 2, 2020. The workshop was one of its kind being held in any hospitality institute on this domain. The session was on preparation of Neem Soap, Fruit Soap, and Rose Soap.



Panel Discussion on Career Opportunities for MBA

The School of Management organized a session on 'Career Opportunities' for MBA students on the theme "Fly High with BFSI" on December 9, 2020. It was a panel discussion on Banking, Financial Services, and Insurance Industry with eminent speakers and panelists Vaijayanti Naik, Ex-Head HR, ICICI securities and Himanshu Vyapak, MD CIEL & Director FINX Skilling Foundation.

Centre of Investment Education and Learning (CIEL) organized the session in virtual mode about the BFSI industry. Dr. Naela Rushdi, Director, IILM Lucknow led the panel and gave very informative suggestions to the students. The panel also talked about the challenges which a student can face while starting his/her career.





Workshop on Mobile & Telephone Etiquettes

The School of Hospitality Management (SOHM) organised a workshop on 'Mobile & Telephone Etiquettes' on January 20, 2021. The workshop was divided into three technical sessions. In the first technical session Prof. Vinay Rana, Dean- SOHM spoke about the historical evolution of cellular technologies. In the second technical session, Mr. Sumit Pratap, Assistant



Professor, SOHM gave a presentation on the health hazards of extended cell phone usage. The third technical session was conducted by Ms. Megha Sharma, Assistant Professor, SOHM where she elaborated on the etiquettes to be observed during telephone and cell phone usage.

SOM Organized Personality Development Programme



A four-day Personality Development Programme (PDP) was organized by School of Management (SOM) from February 1 to 4, 2021. Prof. Gautam Sinha, Vice Chancellor, Prof. Ravikesh Srivastava, Pro Vice-Chancellor, Prof. Swati Bisht, Dean- Career-Services & Admissions, and Prof. Kalyani Rangarajan, Dean, School of



Management addressed the students on day 1 of the PDP. Throughout the four days, the PDP included group discussions, mock interviews, extempore presentation, and public speaking sessions. The sessions were effectively coordinated by Dr. Shalini Singh, Training and Placement Coordinator - PG Programmes, School of Management.

Legal Aid and Awareness Camp Organized by SOL

The School of Law (SOL) organized a Legal Aid and Awareness Camp in Bisht Village on January 22, 2021. The village has been adopted by the University. Over twenty students from the SOL volunteered for the camp. The faculty conveners Ms. Ayushi Bisht, Mr. Harsh Kumar and Ms. Sakshee Sharma accompanied the students to the village. The Panchayat-Head of the village joined the camp by ushering the guests to the village. A door-to-door campaign was initiated as the congregation started their planned activities of the day. The villagers welcomed the camping group, who talked about the COVID-19 norms, vaccination guidelines, ration card, ayushman card, labor laws, cyber-related financial frauds, domestic violence, dowry, lodging of FIR, right to information and environmental degradation. The budding lawyers proudly shared their knowledge with the villagers, who responded positively to ensure the welfare of the society. The atmosphere was full of youthful energy, camaraderie, and healthy interactions.



SOLA Organized a Poster Making Competition on 'Say No to Drugs'



The School of Liberal Arts (SOLA) organized a Poster-Making Competition on February 12, 2021. The theme of the competition was 'Say No to Drugs.' This event was conducted to spread awareness among the younger generation who are vulnerable to the evil of drug abuse. The menace of drug abuse in the younger generation has been rising all over the world and India is no exception. Through the posters, the students attempted to highlight the facts such as addiction to drugs and alcohol not only affect the individuals involved but also disrupt the family and society. The posters were an acknowledgement of the sad fact that addictions have affected all classes of society, and there are no age barriers either.



Best Out of Waste Competition at SOHM



Best out of waste competition was organized on March 17, 2021 by the School of Hospitality Management (SOHM). "Waste not, want not" was the theme of the competition. As global leaders and local communities increasingly call for a fix for the "throwaway culture" where everything is used once and discarded; the waste also represents a broader challenge that affects human health, livelihoods, environment, and prosperity. This idea is not only be of economic and material value for students but will be helpful in creating environmental consciousness among all.



Beat the Heat, In-House Mocktail Competition at SOHM



An in-house Mocktail Competition titled Beat the Heat was organised by the School of Hospitality Management on March 23, 2021. The students participated in teams to compete in the competition of mocktail preparation and presentation. Students were judged on the recipe, the glass used, temperature, garnish, method, cleanliness & grooming. Some of the mocktails made by students were Virgin Bloody Mary, Virgin Blue Lagoon, Virgin Mojito, Virgin Pina Colada, Virgin Shirley Temple and the favorite of all, Choco latte.



Practical Session on *'Fashion Photography'* at School of Mass Communication



A practical session on 'Fashion Photography' was organized for the students of BA (J&MC) at School of Mass Communication (SOMC) on April 17, 2021. During the session students understood the nuances of setting up 3-Point lighting setup, reflectors, editing of photos and modelling. The images were conceptualized on the theme of black and white photographs. The students edited photos using Adobe Photoshop and Lightroom, where they learned about low key and high key settings. Students executed this assignment with the help of Canon cameras and wireless trigger system for studio flashes in Chrome Lab, the photography lab of SOMC. Such photographs are used in the fashion industry to highlight the form of the subject without the use of colour, and these are known as monochrome images.

GUEST LECTURES

Guest Lecture by Former CEO of AMCO Batteries



The School of Management (SOM) organized a guest lecture of Mr. S. Ramchandra for the budding managers of MBA on February 12, 2021. Mr. Ramachandra is the co-founder of 'Littler Associates', a boutique consulting firm in the area of Business & Marketing Strategy. An alumnus of NIT-Trichy and IIM-Ahmedabad, he has served the industry in many leadership roles including CEO -



Battery Business at Amco Batteries and occupied senior leadership positions in Pidilite, Amar Raja Batteries, Sterlite Copper and Exide Industries. For the year 2004, the Centre for Change Management recognized Mr. Ramchandra as one of the "Super Achievers." His lecture on 'Creating a Challenger Brand' was well appreciated by the students. He explained how a challenger brand in a market can disrupt the status quo and reset the norms for brand performance. The well-orchestrated interactive session ended with takeaways for students in terms of finding ways of delighting customers, new ways of disrupting the market leader and building meaning for its customers and brand adherents.

CONFERENCES AND UNIVERSITY EVENTS

International E-Conference on The Age of Digital Transformation at IUU



A two-day International E-Conference on 'The Age of Digital Transformation' was organized by the School of Management (SOM), IMS Unison University in collaboration with the North American Society for Marketing Education India (NASMEI) and National Agricultural Bank for Rural Development (NABARD) on December 18 and 19, 2020. The Chief Guest of the valedictory session Prof. Justin Paul,



Professor, University of Puerto Rico, St. Juan, Puerto Rico (USA) shared his valuable information on academic journals of global repute and stalwartly delivered on the Do's and Don'ts while Developing Research Papers. He elucidated on the necessities that groom an academican into an ethics-driven and

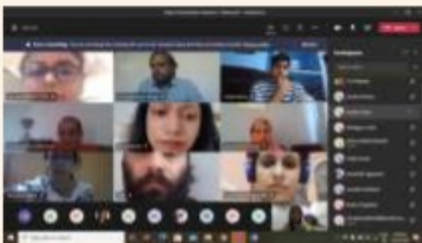


value-enhancing researcher. The guest of honor for the valedictory session Prof. James F. Jordan, Heinz College - Carnegie Mellon University, Pittsburg (USA) shared his views on 'The Digital Transformation of Healthcare'.

Prof. Kalyani Rangarajan, Dean, SOM & Conference Chair expressed her heartfelt gratitude and summarized all the activities spread across two days of the International E-Conference giving due credits to the key-note speakers, chairs, coordinators, and presenters of all the twelve technical sessions. The Vice Chancellor Prof. (Dr.) Gautam Sinha was enchanted with the insightful contents shared during the conference and was highly appreciative towards the consolidated efforts of all members and presenters who made the conference a success and the accomplishment earned by the University's School of Management. o the prominent questions concerning the vast arena of digital marketing. He heartily thanked all 163 authors spread across the globe who submitted 65 papers for twelve technical sessions.



SOMC Organizes One-Day National E-Conference



The School of Mass Communication organized a One-Day National E-Conference on the theme 'Communication during Covid-19 Pandemic: Prospects and Challenges' on October 10, 2020. The ef Guest for the event was esteemed media academican Prof. Bishwajit Das, Founding Director, Centre for Culture, Media &

Governance, Jamia Millia Islamia, New Delhi. Prof. Bishwajit Das then addressed the participants with his views on the importance of blending technology and communication and how growing countries cannot innovate without technology. The first technical session began with paper presentations on the theme and was moderated by session co-chair Varsha Sisodia, Assistant Professor, SOMC with the session chair Dr. Dharmendra Singh, Associate Professor, Central University of Jammu. A parallel technical session was moderated by session co-chair Seema Shukla, Assistant Professor, SOMC, with the session chair Dr. Vinay Rana, Dean, School of Hospitality Management. Technical Session III was chaired by Dr. Sushil Rai with co-chair & moderator K.N.Singha, Assistant Professor, SOMC, IUU.



More than 40 research scholars and faculties from various colleges and universities like Jawaharlal Nehru University, Jamia Millia Islamia, Bhimrao Ambedkar University, Central University of Rajasthan, Gujarat Vidyapeeth, University of Kerala, Central University of Jammu, Christ University and Amity University participated in the conference. Jivesh Jha, Judicial Officer & Shreya Joshi, Advocate from Nepal also presented a paper in this virtual conference. The event concluded with the valedictory session in which the Vice Chancellor, Prof. Gautam Sinha congratulated everyone on the successful completion of the conference.



National E-Conference on Invention, Innovation, and Intrapreneurship at SOM

A two-day National Conference titled 'Invention, Innovation, and Intrapreneurship' was organised by the School of Management (SOM) on March 12 and 13, 2021. The Chief Guest of the conference was Prof. Rishikesh T. Krishnan, Director, Indian Institute of Management - Bangalore and an eminent academician and distinguished Professor. The introductory remark was given by Prof. Gautam Sinha, Vice Chancellor, IUU who spoke about the goal to accomplish a 5 trillion-dollar economy by 2024. He highlighted contributions made by countries namely China and South Korea who invest a considerable share of their GDP towards invention and innovation. Prof. Krishnan reiterated the importance of start-ups in inducing innovations. He discussed some points referring to the historic aspects of start-ups. He concluded his valuable delivery by ascertaining the relevance of experimentation to develop products and services matching the needs of customers and prospects. The valedictory function was held on March 13, wherein Prof. Kalyani Rangarajan, Dean of School of Management gave a special address in which she insisted on the importance of innovation by the solution searching the problem. Prof. Gautam Sinha, Vice Chancellor gave the concluding remarks by an expounding of Innovation, Invention, and Intrapreneurship and insisted everyone think about the economic growth in the context of new ideas. He also said that to support the innovation, government should spend more on research and development.



UNIVERSITY PUBLICATIONS

Research Journal – “PRAGYAAN”

With a view to encourage research and disseminate the findings, the University publishes referred bi-annual journals in the disciplines of Management, Mass Communication and Law. All the three Journals are listed in the UGC list of Journals.

- * Pragyaaan: Journal of Management (ISSN: 0974-5505),
- * Pragyaaan: Journal of Mass Communication (ISSN: 0974-5521)
- * Pragyaaan: Journal of Law (ISSN: 2278-8093).



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, Mass Communication and Law are articulated and shared. The journals are dedicated to develop, promote and coordinate theory, research, and practice in the areas of Management, Computer Applications, Mass Communication and Law in the Indian as well as the global context. These journals have achieved substantive recognition amongst the academic fraternity.

Campus Newspaper – “UNISON TIMES”

A monthly Campus Newspaper “UNISON TIMES” is brought out by the student community, guided by faculty mentors. The newspaper provides information about important activities, happenings and events of the university and highlights students' achievements.

It also provides an opportunity for the students to hone and showcase their journalistic skills and talents.



Newsletter - “COMMUNIQUE”

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 the university life which comprises of various events from diverse fields of academics and research.

It showcases the 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 which 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 of 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 in the field of Research & Development.



Student Year Book– “SPECTRUM”

The student year book '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 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.



UNIVERSITY'S ACCOMPLISHMENTS

IUU Proud Recipient of The Prestigious E-Lead Certification from Qs I-Gauge

IMS Unison University is a proud recipient of the prestigious E-LEAD certification from QS I-Gauge. This is in recognition of the university's technological advancements in conducting online learning activities during COVID-19 pandemic. QS I-GAUGE E-Learning Excellence for Academic Digitization certification scorecard validates essential parameters to assess and certify the preparedness of institutions to conduct Teaching & Learning and Student Engagement activities online. IMS Unison University has achieved 100% Score in all the four areas: Student- Faculty Engagement (50/50), Learning Management System (40/40), Information Technology Support (30/30) and Best Practices in IT (30/30). IMS Unison university in pursuance of its goal of 'E-Learning: The Paradigms of Learning without Constraints', has set a remarkable precedent by enhancing academic quotient through a series of progressive efforts in this direction and by changing dynamics of online learning.

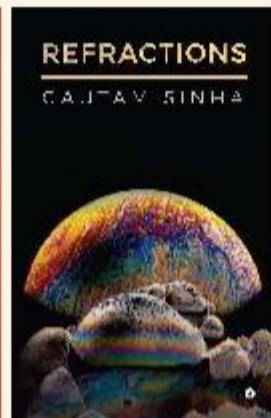
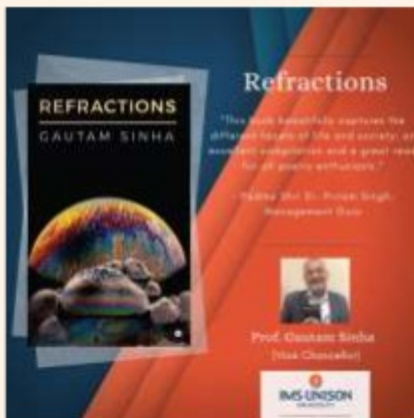


Memorandum of Understanding Signed with Kathmandu University

It is a proud moment for IMS Unison University (IUU) as it entered into a Memorandum of Understanding (MoU) with Kathmandu University in March 2021, in the areas of student exchange, faculty exchange, collaborative research and extension activities. Prof. Gurdip Singh, Chancellor, IUU signed the MoU on behalf of IMS Unison University at Kathmandu University, Nepal.



Prof. Gautam Sinha, Vice Chancellor releases his new book



The Vice Chancellor Prof. Gautam Sinha released his book 'REFRACTIONS' on July 1, 2020 which received a good response and outstanding reviews from experts worldwide. This book is a collection of his beautiful poetry that communicates the varied colors and aspects of human mind, feelings, emotions, and thoughtful journey of life. Padma Shri Dr. Pritam Singh, Management Guru says about the book: 'This book beautifully captures the different facets of life and society; an excellent compilation and a great read for all poetry enthusiasts.' The book is now available at Amazon.

Patent Filed for 'Spiral Fine Mesh Strainer'

It is a proud moment for IMS Unison University as Mr. Amit Tariyal, Assistant Professor from the School of Hospitality Management bagged a design patent for 'Spiral Fine Mesh Strainer.' As an innovative bar equipment, it is used to strain cocktails and mocktails, which looks like a straightforward process. Along with his team, Mr. Tariyal identified the problems encountered when two different strainers are used, and with the finesse of an inventor, he successfully filed a patent with his team for the unique design of the spiral fine mesh strainer. Patents are used to recognize, reward, and attribute the unique effort of the inventors, while safeguarding their rights in an industrialized economy.



Patent Filed for 'Fine Web Strainer'

Mr. Amit Tariyal, Assistant Professor from the School of Hospitality Management has received the approval of the second patent for the new innovative highly utilized bar equipment by the name "Fine web strainer. This bar equipment is developed keeping in view the problems identified while using traditional Julep strainer for straining mixed drinks in Bar Operations.



CAMPUS PLACEMENT



Excellent Placements for IMS Unison University Students

The University strives to imbibe professional skills and education to the students to meet the demands of the corporate world and society. It is a constant and untiring endeavor to acquaint students with needs of the industry in line with academics. During the session of 2020-21, the campus placements activity

was conducted successfully with participation, not only by the earlier recruiters, but also by several new organizations. The Training & Placement department, along with the final year students, worked hard to get the best of the companies.

PLACEMENT HIGHLIGHTS

- ★ More than 212 companies recruited Undergraduate & Post-graduate students
- ★ Almost 90.5% students placed
- ★ Maximum package: Rs. 10.00 LPA
- ★ Minimum package: Rs. 2.40 LPA

PLACEMENTS 2020-21

Total 212 companies visited the campus for placements. 57 companies (On/ Off Campus) for final placement of the students and 102 companies for the Internships of the students across various schools of the University.

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

Optimidea Network Pvt. Ltd.
 Ginger Webs Pvt. Ltd.
 Main Data Group
 360° Engineering & Consulting Services Limited
 Wise Finserv Pvt. Ltd
 GX glass sales & Services Ltd.
 JARO EDUCATION
 Hunt Partner
 Berger Paints India Ltd
 Cargill
 Syntax
 PhonePe
 Satin Creditcare Network Ltd.
 Learning Route Pvt Ltd
 Nuclay Solutions
 Ilosung Private Limited
 Posterity Consulting
 Hireclap
 Intershala
 Insplore Consultants
 BYJU'S

Cloud Analogy
 XL Dynamics India Pvt. Ltd
 PVH Arvind Fashion India Pvt Ltd
 KEKA
 Infocom Network Limited
 Vedantu
 Effectual Knowledge Services Pvt. Ltd.
 Diageo India
 SoftSages Technology
 Stanza Living
 YourOwnRoom
 Talent Corner HR Services Pvt Ltd.
 Silver skills India Pvt. Ltd
 LF Logistics India Pvt Ltd
 Dubai Government
 HIKE Education India Pvt Ltd
 Education Culture Pvt. Ltd.
 Anand Rathi Group
 Pearl Organisation
 Cybex Exim Solutions (P) Ltd.

Creditas Solutions Pvt. Ltd.
 Source Soft Solutions India Pvt. Ltd
 Mahindra Logistics
 Alankit Ltd.
 Talent Edge
 AU Small Finance Bank
 MedTrail Technologies Private Limited
 Axis Bank
 WeP Solutions Ltd.
 Brainpan Innovations Private Limited
 HDFC Bank
 Naukari.com (Info Edge (India) Ltd.
 KPMG Global Services
 Prism Johnson Limited
 Kotak Mahindra Life Insurance Ltd.
 HDFC Limited
 Extramarks Education India Pvt. Ltd.
 PlanetSpark
 ION Exchange (India) Ltd
 Iffco-Tokio's
 Mobishastra Technologies Pvt. Ltd.
 Successpact Consulting Pvt Ltd
 Triveni Almirah Pvt. Ltd.
 Shriram General Insurance Co. Ltd
 Six Red Marbles Learning Pvt. Ltd.
 The Saksham Group
 Pinclick Property Management Pvt Ltd
 BO International
 Any Tech Ventures Private Limited
 Dainika Bhaskar
 smartData Enterprises (India) Limited
 Impulse International Pvt. Ltd.
 Cue Learn Private Limited
 The Capital Box
 Click Labs
 Bull's Eye Outsourcing Services Pvt. Ltd.
 ConsultBae
 Elements Manpower
 Just Dial
 Intellipaat
 VGRASSP India LLP
 Mahindra Holidays & Resorts India Ltd.
 HCL Technologies Ltd.
 Pratham Online India Pvt Ltd
 Phable/Technovert/Impact Guru

G-Cube
 VRS Foods Ltd.
 Bollygrad Studioz
 InsuranceDeko (Part of CarDekho)
 E-commerce service provider
 O3 Hire
 IndusInd Bank Limited
 Tech Mahindra
 India Infoline Finance Ltd
 Aansh Associates
 OYO Rooms Pvt. Ltd.
 High Beam Global Research
 Change Leader Consulting
 American Express
 Chartered Club
 Ernst & Young Pvt. Ltd
 Spectraforce Technologies
 India Infoline Finance Ltd
 VIVO Mobile India Pvt. Ltd
 Housing.com/Makaan.com/Proptiger.com
 Bendito Group
 Micro Turner Automobiles Ltd.
 Paytm
 KPL Tech Solution Pvt. Ltd.
 HawksCode
 Finesse IT Labs Pvt. Ltd.
 Transport Corporation of India Ltd.
 EDTECH
 HawksCode
 WordVeda Learning Solutions Pvt. Ltd.
 PVR Cinemas Ltd
 Sumpraxis
 Aryan Media Production
 Digicommerce Solutions LLP
 ED Tech Reputed company
 eClerx Services Ltd.
 Ameriprise Financial India Pvt. Ltd
 ZipLoan
 Asahi India Glass Ltd
 Tackle Consulting
 BVG India Ltd.
 LIDO Learning India Pvt Ltd
 Hindustan Times Media Ltd
 Trident Group
 Khabar24 Express

Stay24 Hotels
 Leverage Edu
 Fintech Banking & Financial Services
 Axis Securities Ltd.
 Skywings Advisors Pvt Ltd
 Monotype Solutions India Pvt. Ltd
 Cloud Analogy Softech Pvt Ltd.
 Amoolya Group of Consultants Pvt Limited
 Farms2Families
 Integrated Resources Staffing Private Limited
 ETV Bharat
 Star health & Allied Insurance Ltd
 Cynet Systems Inc.
 Spi Global
 Ebizon Digital Pvt. Ltd.
 MyAdvo TechServe Pvt. Ltd.
 Finesse IT Labs P Ltd
 Learning Shala
 Wishfin
 PrepOnline
 Whirlpool India Pvt Ltd
 Reliance Digital
 Cvent
 "IMSI Staffing Pvt. Ltd."
 Dhara Motor Finance Limited
 Entra Solutions Pvt. Ltd. (ESPL)
 IndiaMART InterMESH Ltd.
 AAJ Enterprises Pvt. Ltd.
 Clear Exam
 Zuari Finserv Ltd.
 Tech Mahindra Ltd
 Artech Infosystem Pvt. Ltd.
 Learning Sala
 ICICI Prudential Asset Management Co. Ltd.
 AEREN LPO
 Ameriprise Financial India Pvt Ltd.
 Aon CoCubes
 Careerlvy
 ZenOnco.io
 Rice Projects Pvt Ltd
 Just baat

Lawyered
 UAS International
 LF Logistics
 Wipro HR Services India Pvt Ltd
 Graceland Assets Management Pvt Ltd
 Ably Soft Pvt. Ltd.
 Zscaler
 CLink Consultancy Services Pvt. Ltd.
 Digital Revolution @JIO
 Cantik Technologies Private Limited
 Synerzie Partners
 Vahdam Teas Pvt Ltd
 Geetanjali Homestate Pvt. Ltd
 AAJ Enterprises Pvt Ltd
 Quess Corp Ltd
 Yhills
 upGrad
 TCI Ltd.
 Ananda Publishers Pvt. Ltd.
 Samriddhi Implex Private Limited
 Paisa Arrangers.com
 Edutech Industry
 Hitech Enviro Engineers & Consultants Pvt. Ltd.
 Dhani Loans and Services Limited (India Bulls)
 eTeam Infoservices Pvt. Ltd.
 Netambit ValueFirst Services Pvt. Ltd.
 ObserveNow
 Flipkart.com
 Bajaj Capital Ltd.
 Excimius Ventures
 Doubnut
 Nityo Infotech Pvt Ltd
 Rupeek Fintech
 Wealth Clinic
 Prajna Self-Care
 C-zentrix
 Economic Times
 Thinking Dots
 Kips Learning Pvt. Ltd
 Ananda BhartiPublishers pvt. Ltd.

Creations



The Internet: The Puppet Master Of People

Gen Z, the generation of the future- since the beginning of the 21st century this generation has been exposed to computers, mobiles, television and social media. The tales of the past where the children ran around and played outdoors, their voices filled with joy while they interacted with other children as parents requested them to come back to home for dinner.

The current generation, however, is quite the opposite. These days parents have to push their children to go out and get off the laptop or mobile. Today at the tender age of five children start accessing the internet and computers instead of going out to play. The internet is boundless and access to everything is easy but as they say where there are no boundaries, there are bound to be crimes. A quote from a current infamous documentary 'The Social Dilemma' goes, "if something is for free, then the people are the products of their experiment." The most accessed among other things on the Internet are social networking sites. The number of Facebook, Instagram and Twitter users have increased rapidly since 2011 and is still increasing at a steady rate. Studies show that people without social media accounts tend to be more satisfied and happier in life as compared to people who are active users of social networking sites. One reason for this can be that these people do not constantly compare their lives to others and rather stay happy with what they do have. Four out of five teenagers and seven out of ten adults on social media have shown symptoms of depression. Social media has also led to a rapid increase of suicide rates among teen girls and boys aged 11-20 years. Recently a 10 - year – old boy succumbed to death after he tried to imitate the stunts of a YouTuber who jumps off a building acting as batman and portrays that he can fly by using the green screen. Children are innocent and naïve and when we put them in a place of wild imagination and no restriction they are bound to be mentally affected and if adults cannot prevent themselves from getting addicted to the illusory world of the Internet, it is unreasonable to expect children to remain unaffected by this herd of people glued to their phones and addicted to the myriad temptations of the virtual world. Another danger that exists is the possibility of being introverted, this generation has found it easier to talk or text on the phone rather than meeting someone and interacting in person. Cybercrimes are also a concern. The effects of the internet are much deep rooted and deadly than the pros. The dangers lurk around every nook and corner, yet we tend to overlook them. We must remember, we are mere products for these Multi-billion-dollar Corporations, a commodity easily bought and sold over cyberspace to achieve profits- mere pawns on their chessboard.

Shania Marry O' Connor
BAJMC V

Road Safety- what a mockery!

Road safety has been one of the most talked about issues in the recent times. According to Census report, 2011, there are more than 1800 deaths caused by road mishaps. The incidence of road accidents was low in the past year owing to the lockdown due to the raging pandemic. Road mishaps lead to sudden deaths, which leave several families devastated and broken every year. Most of these for a mere feeling of fun and thrill. Need for speed, Rush



Hour, Fast and Furious, all these cult films have made a place for themselves as they sell adventure and thrill. When cars pace at full speed, flying one over the other the audience experiences a rush of adrenaline wanting to get their hands on the steering wheel and start racing through emulating their popular role models from the cinematic world.

The fact that all these cars are connected to harnesses without anyone actually sitting inside is completely overlooked. Also, there is the miracle of post-production editing which not many viewers are aware of. The audience have been fooled all this while. To provide a better picture of reality, it should be written in big and bold words, "All the stunts are performed under expert supervision". The problem is that when it comes to cinema, people are seldom able to tell the difference between fact and fiction and often deviate from what common-sense demands. Sometimes, they end up inflicting harm upon themselves despite knowing better.

Another problem is adhering to traffic rules. It seems that just like the governmental policies, these are also only meant to be followed on paper. The game Grand Theft Auto is played by almost every other youth around the world. Driving a car on the road in that game is much more fun than completing a mission because one can drive anywhere and in fact, hitting another car with your car increases your money. The player can drive over a building or crash into another car. The main aim is to reach your destination, no matter how you drive or what route you take. Even while driving in the real world, it seems like the players bring this game to life. They drive in any lane, least bothered about the light post being red or green or yellow!

In his book, 'Will you still love me', Ravinder Singh has portrayed so beautifully how brutally lives can be ruined because of not being cautious on the road. It's a common saying that rules are meant to be broken but when it comes to road safety, lives are at risk. The euphemism must in all cases be reversed to 'Rules must always be followed'. If not for one's own self, a thought about the people waiting back at home must be prioritized over the need for thrill, kick and adventure. Road safety is not something that cannot be tackled, in fact it is something that can be implemented effectively with the cooperation and responsible behavior of those on the wheel.

Jijivisha Bharadwaj
BAJMC IV

Regulation of OTT platforms in India

Over the Top media platforms, popularly known as OTT, are now the preferred choice of audiences for their entertainment needs. The rise of the Internet has created a new kind of demand for a variety of content flowing continuously and rapidly on online media platforms. The mantra of success for OTT platforms has been easy accessibility and no restriction on the type of content. In a change of events, the government has decided to bring social media platforms and OTT platforms under the ambit of Ministry of Information and Broadcasting. The word OTT which means 'Over The Top' would now ironically be looked upon by a body to keep a check on the content that is being produced.



On November 9, 2020 the government announced that the OTT media outlets like Netflix, Amazon, Hotstar etc. would be governed under a robust three-tier system. Later, in the February, 2021 government announced some rules and regulations for OTT platforms. The rules stated that the media outlet must divide its contents into 5 categories according to age limits. The platforms must have a parental lock mechanism. The digital media would now have to follow the Press Council and their journalistic code of conduct.

The new rules have been criticised by a certain section vehemently as a control over the democratic nature of new media and suppression of freedom of speech and expression. The OTT platforms which are known for an honest and

realistic depiction of the harsh realities of life through ground level movies or web series will now be under the vigil of the central ministry. These new set of limitations will serve as a deterrent to the production of realistic and honest artistic content. The authenticity of the OTT platforms lies in their rawness and lack of political correctness.

Viewers who loved OTT platforms for their uncensored, convincing content, not corrupted by boundaries of moral policing and diplomacy are definitely disappointed by the new rules. Some proponents of free speech and a free media are of the opinion that the rules may not look alarming right now but just the sheer control that the government could now exercise on the platforms is devastating to free expression. The idea of creative license is clearly lost on the government. While some changes such as establishing parental controls and dividing content into categories are welcome moves, censorship of content is definitely bound to leave a bitter taste in the mouth of the audience.

Vanshaj Sharma
BAJMC II

The Sacred Sri Yantra

Sacred geometry has been instilled in the heart of alchemy since the beginning of time. Geometric shapes and creations have been studied by philosophers since their discovery. Alchemy represents spiritualism and occultism locked into a sacred drawing made with thorough skill and precision.

The Sri Yantra is a beautiful and complex work of sacred geometry used for worship, devotion and meditation. It has been in use for thousands of years and its origin seems unknown. It has been proclaimed as one of the mysteries of the world on its appearance with no leads to its origin. There was therefore a good deal of speculation that the glyph was not man-made. It was first found on September 12, at the lake bed of Oregon in the United States. It was drawn perfectly as though a machine or a laser had been used from above to draw it in perfect clarity and precision.

Guard's pilot training area. There had been no trace of this formation. Neither had any of the other pilots of the Idaho National Guard observed any unusual activity or a design-in-process in this area. The etching simply appeared one morning.

In Vedic texts, the Sri Yantra is defined as a device formed by nine interlocking triangles, with a perfect ratio of 3.14 or the divine number Pi. The Sri Yantra consists of a series of nine triangles superimposed around a small central circle known as Bindu (Point), forming forty-three Konas (or triangular projections). Four isosceles triangles with the apices upwards, representing Shiva or the Masculine. Five isosceles triangles with the apices downward, symbolizing female embodiment Shakti. Thus the Sri Yantra also represents the union of Masculine and Feminine Divine.

There are many variations and many different methods to draw the Sri Yantra. Nobody seems to know what the original configuration is. The Sri Yantra is variedly described as a visual representation of the sound 'Om'. It is thought that this ancient symbol was not intellectually constructed, but that it came to a Yogi in deep meditation as a representation of the primordial sound Om. This symbol, along with sounds like 'Om' have incredible healing powers if you just know how to use them correctly.

Many ancient Hindu, Indonesian and Egyptian temples have based their foundation and architectural style according to this sacred geometric texts. As a symbol of protection and peace of body, mind and soul. Hence, it has been discovered that this symbol was mysteriously found in various other civilizations and appeared in various places. The questions archaeologists still cannot seem to answer are who is making these Sri Yantra symbols and the reason of their appearance in various civilizations all of a sudden?

Shania Marry O' Connor
BAJMC V





Gender Equality

75 years of independence and 75 years of struggle for women. Can we still claim India to be a free country for all its people? The statistic of rape and domestic violence which increases exponentially by the minute tells a very different story. Gender equality is not only of importance for those women who face domestic violence or harassment but also for those young girls who do not get to do what they want in life and are forced into an early marriage against their wishes.

Gender equality is a human right, but our world witnesses and ever-growing gap where access to opportunities and decision-making power for women is concerned.

However, the problem is not India specific. Globally women have fewer opportunities for economic participation than men, less access to education, health safety and political representation.

It is crucial to understand that empowered women contribute to the health and productivity of their families, communities, and countries. Whenever women are allowed to participate in a workforce, there are less economic resources wasted as production increases when there are more women in the workforce. The achievement of equality between women and men, thus, is the most important factor for global advancement.

Mostly, women find themselves being the victims of discrimination or they receive unequal treatment compared to men. Equality refers to an individual's rights to be treated with respect, equal dignity and consideration. It refers to equal basis of participation in any area social, economic and cultural.

All people are equal regardless of their sex or gender roles and should be equally protected and given the right to benefit of the law. It is imperative that men recognize women as peers not only at the fireside but in councils of the nation then and not until then will there be the perfect comradeship, the ideal union of the sexes shall result in the highest development of the race.

Gender equality is needed because we still tell our sons to have fun but tell our daughter to be safe.

Pallavi Singh
BAJMC III

The Power of Meditation

"Meditation is not evasion; it is a serene encounter with reality"

- Thich Nhat Hanh

The ongoing pandemic has been a chaotic load not only on our society but also to the mental health of majority. Human is a social animal and tends to sit with other humans talk, laugh, argue, fight and share numerous other feelings which are connected to all his senses. But this pandemic made sweet gestures like handshake and hug into some forbidden wrongs. In such times when mental peace is at risk, apart from being meditative no other TV or Phone could help us attain that sacred peace of mind. Nobody can do meditation because it is not an act, but one can become meditative and explore all that was kept hidden beneath the layers of their skin, dept of their heart and maze of their minds, which would reflect them their portrayal made from nothing but truthfulness of eternal peace. If you expand your mind, your energies and your emotions to a superior level of maturity the meditation will naturally happen. Peace of mind is like a seed in the soil, if you timely put



adequate water and manure i.e. if you administer your energy and positively sway your thoughts the flower and fruit of peace will grow and bloom. This happens not because you wanted it but because your maturity created the necessary within all the dimensions of yourself which bloomed the flowers and fruits within you. You will enjoy that peaceful flavour and calmly fragrance within yourself. This pandemic has caged us in our homes and made us isolated and in this isolation, we jump into a pool of mixed feelings and thoughts. Few gets bored of work and few gets done with life and this results in disasters. Seeing a lot of people suffering and gradually dying have forced many of us to look at our lives that we were living from years but were unaware about it since forever, it forced us to understand what life is. Is it just confined to jobs? Studies? Materialistic desires? Or is there something beyond all of this. And to search for the truth in the world, we must first search for truth within ourselves for which we meditate because meditation means dissolving the walls that unawareness has built. Meditation hence acts as a bridge between what we are shown and what is the reality. But meditation is easy and difficult both at the same time because most of the people try very hard to meditate and after failing copious times, they give up but it is very important to understand that to meditate you have to make a conducive atmosphere that will synchronise your body and mind in a way that you will no longer be trying to meditate but it will happen itself. You will just have to keep your body still, just as Yoga and Aasan teaches us to keep our body still in a prescribed posture. It's not meaningless because if you practice to keep your body still you will notice that your mind also gradually gets still. If you keep the body immobile, the mind will gradually collapse, and the mind understands that if it lets this, it will become enslaved. Currently you are the slave and your mind is boss and it is a terrible master as it puts you into all kinds of endless suffering, anxiety, tensions but with meditation it will be vice versa and then you will become the controller of your mind and you will then be free to mould it in a way that it would be in a shape ideal to contain peace within itself.

Nishant Singh
BAJMC II



Vanshaj Sharma, BAJMC II



Siddhant Sharma, BAJMC IV



Shravan Vyas, BAJMC II



Sachin Panwar, BAJMC IV



Pratyaksh Tiwari, BAJMC II



Avpreet Luthra, BAJMC II



Aviral Bhargava, BBA



Ankita Negi, BAJMC II



Aditya Uniyal, BAJMC II