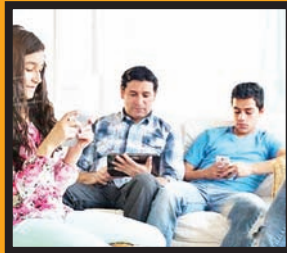
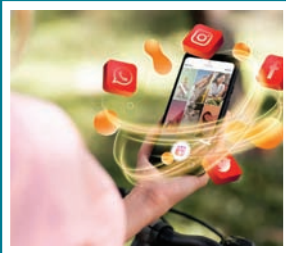




**PAGE-2**  
**Home Managers at the Forefront**



**PAGE-3**  
**Lack of Communication is Fragmenting Families**



**PAGE-4**  
**The Impact of Social Media Reels: A Threat to Youth and Society**

# IMS TODAY

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## Empowering the Future: Women in Leadership Across Sectors

Arya kumari

**New Delhi:** Women in leadership refers to countless number of women setting an example and making a positive impact on society across various sectors including business, politics, education, healthcare and science. It's not just about the presence of women who holds the power of authority, but also about women who have ability to lead, take decisions, actively participate and represent.

Sumila Jayaraj from being a homemaker to an entrepreneur, today runs Greenaura International company, selling organic coconut-based products like virgin coconut



oil. In 2022, she got METRO MSME "Best Enterprise in Manufacturing Award" from Kerala State Industrial Development Corporation (KSIDC). Her journey has been remarkable for any other enthusiastic women who is passionate towards her goals.

In Today era many of the notable political women leaders like Jacinda Ardern (former prime minister of New Zealand), Smt Draupadi Murmu (president of India), kamala Harris (vice president of US) have played a crucial role in shaping the public opinion and contributing their experiences towards the nation.

Successful women entrepreneurs who have made remarkable contributions to the business world. Kiran Mazumdar-Shaw founder of Biocon (biotechnology sector), Falguni Nayar founder of

- Study shows that women in leadership roles are often viewed as too inexperienced if they are young, and too unworthy if they are older.
- Data by UN women show that women represent 23.3 percent of Cabinet members, heading ministries, leading a policy area as of 1 January 2024.

Nykaa (perfectly blend beauty and lifestyle), Mary Barra CEO of General Motors (an American businesswoman), Aditi Gautam Co-founder of Menstrupedia (Aditi aim's to educate and empower women about menstrual health through her comic books and workshops). They all are representing a new era of inclusive leadership.

Throughout the history many great women like Indira Priyadarshini Gandhi first women prime minister of India, Neera Arya known as the first woman spy of the Azad Hind Fauj, Kalpana Chawla Indian-born American astronaut,



### Misconception about Women

- Less decisive or less risk tolerant
- Not assertive enough.
- Too emotional
- Unfit for high-stress roles
- Family responsibilities prioritize over work.



Continued on Page 2...



**PAGE-8**

**जलवायु परिवर्तन का ठंड पर भी असर**



**AI ki Duniya**

• Bhoomi Bansal

### Intelligence: Transforming the Present and Shaping the Future

**A**rtificial Intelligence (AI) has become a cornerstone of technological advancement, revolutionising industries and redefining human interaction with technology. Its ability to process, analyse, and interpret massive datasets has enabled innovations across multiple domains, offering solutions to complex problems and improving efficiency. As we embrace this era of AI-driven transformation, it's essential to highlight recent advancements that showcase AI's profound impact on our lives.

Recent Trends in AI:

#### Google Gemini

Google's AI platform, Gemini, recently expanded its reach to iOS users, offering a range of advanced features that cater to both professional and personal development. With Gemini, users can create customised study plans, brainstorm creative ideas, practice for interviews, and even generate images. This multifunctional tool is designed to enhance productivity and foster creativity. However, its integration into the Google ecosystem has raised concerns about data privacy, particularly how user interactions may be utilised across Google services. As Gemini evolves, balancing innovation with user trust will remain a critical challenge.

#### AI Cameras for Traffic Safety

The use of AI-powered cameras in traffic monitoring is transforming road safety. These cameras can detect potential violations such as drivers using their phones or not wearing seat belts. By identifying such offences in real-time, AI cameras are not only helping authorities enforce traffic rules more effectively but also promoting safer driving behaviour. Their deployment in cities worldwide marks a significant step toward reducing road accidents and improving public safety.

As AI continues to push boundaries, these advancements remind us of its potential to address societal challenges and drive progress. Whether in education, creativity, or safety, AI's role in shaping a better future is undeniable.

## आईएमएस गाजियाबाद ने वाराणसी के शिक्षकों को पुरस्कार से नवाजा



आईएमएस न्यूज सर्विस

**वाराणसी।** आईएमएस गाजियाबाद यूनिवर्सिटी कोर्सिंग केपस द्वारा वाराणसी में शिक्षक सम्मान कार्यक्रम का आयोजन किया गया। कार्यक्रम का उद्देश्य वाराणसी के शिक्षकों का शिक्षा क्षेत्र में उनके

अद्वितीय योगदान का जश्न मनाना एवं उन शिक्षकों को सम्मानित करना था जिन्होंने अपनी प्रतिबद्धता और शिक्षा के माध्यम से न केवल स्कूलों शिक्षा की गुणवत्ता में सुधार किया है, बल्कि छात्र-छात्राओं के जीवन को समृद्ध भी किया है।

विस्तृत खबर फोटो पेज-7 पर

## फिल्म निर्माण की कला सीखें : डॉ. दामले

● मोक्षा त्यागी

डॉ. मिलिंद दामले, एसोसिएट प्रोफेसर हैं फिल्म और टेलीविजन इंस्टीट्यूट ऑफ इंडिया, पुणे में। डॉ. दामले आईएमएस गाजियाबाद यूनिवर्सिटी कोर्सिंग केपस में 'फिल्म निर्माण के मूल तत्व' विषय पर पाठ्यकारिता के विद्यार्थियों को प्रशिक्षित करने आए थे। आईएमएस टुडे रिपोर्टर मोक्षा त्यागी को प्रोफेसर डॉ. मिलिंद दामले का साक्षात्कार करने का सुअवसर मिला। इस दौरान उनसे विभिन्न मुद्दों पर काफी विस्तार से बातचीत हुई। प्रस्तुत हैं बातचीत के प्रमुख अंश:



### फिल्म और टेलीविजन इंस्टीट्यूट ऑफ इंडिया में दाखिले की तैयारी कैसे करें?

यदि छात्रों को फिल्म और टेलीविजन इंस्टीट्यूट ऑफ इंडिया में प्रवेश प्राप्त करना है, तो उन्हें संयुक्त प्रवेश परीक्षा में सम्मिलित होना आवश्यक होता है। चयन प्रक्रिया तीन महत्वपूर्ण चरणों में विभाजित होती है। पहला चरण है परीक्षा, जिसमें छात्रों का शैक्षिक और ताकिक कौशल परखा जाता है। इसके बाद चर्चित छात्रों को कठोर ओरिएंटेशन प्रक्रिया से गुजरना होता है, जहां उन्हें संस्थान की शिक्षा प्रणाली और मूलभूत सिद्धांतों से परिचित कराया जाता है। अंतिम चरण में छात्रों का साक्षात्कार होता है, जिसमें उनकी व्यक्तिगत क्षमता और मानसिक दृढ़ता का आंकलन किया जाता है। इन सभी चरणों को सफलतापूर्वक पूरा करने के बाद ही छात्रों को फिल्म और टेलीविजन इंस्टीट्यूट ऑफ इंडिया में प्रवेश प्राप्त होता है।

इसका कोई निश्चित पाठ्यक्रम नहीं है। छात्रों को ओटीटी प्लेटफॉर्म पर उपलब्ध फिल्में, शॉर्ट फिल्में और विभिन्न प्रकार की सामग्री देखनी चाहिए और उसे आत्मसात करना चाहिए। छात्रों के पास फिल्में को विश्लेषणात्मक दृष्टिकोण से देखने की क्षमता होनी

चाहिए। इसके साथ ही, टेलीविजन में रुचि और रचनात्मकता का होना भी अत्यंत आवश्यक है। अच्छे फिल्म निर्माता बनने के लिए जरूरी खुबियां क्या हैं? एक सफल फिल्म निर्माता के लिए सबसे पहली और सबसे महत्वपूर्ण बात यह है कि उसे स्क्रिप्ट की गहरी समझ होनी चाहिए। स्क्रिप्ट केवल शब्दों का समूह नहीं है, बल्कि यह पूरी फिल्म की आत्मा है। फिल्म निर्माण के दौरान निर्माता को स्पष्ट दृष्टिकोण रखना चाहिए कि वह अपनी फिल्म के माध्यम से क्या कहना चाहता है और उसका उद्देश्य क्या है। फिल्म निर्माण के दौरान जो लोग इसमें शामिल होंगे, उनकी आवश्यकताओं और भूमिका को ध्यान में रखना भी महत्वपूर्ण है। उन्हें उनकी भूमिकाओं के अनुसार मार्गदर्शन दिया जाए।

इसके अलावा, यह तय करना भी आवश्यक है कि फिल्म कितनी लंबी होनी चाहिए और उसमें कितने दृश्यों की आवश्यकता है। हर दृश्य की गहराई, संवाद की भावना और फिल्म की संरचना पर विशेष ध्यान देना चाहिए। कहानी को प्रभावशाली और दर्शकों के दिलों तक पहुंचाने के लिए स्क्रिप्ट, निर्देशन, और तकनीकी पहलुओं की गहन जानकारी

होना जरूरी है। फिल्म निर्माण केवल एक रचनात्मक प्रक्रिया नहीं है। यह एक ऐसी यात्रा है, जिसमें कहानी को पंखों पर सजीव बनाने के लिए हर छोटे-बड़े पहलू का ध्यान रखना होता है।

### मुंबई फिल्म इंडस्ट्री में काम की शुरुआत कैसे और कहाँ से करें?

मुंबई, जिसे सपनों का शहर कहा जाता है, में फिल्म इंडस्ट्री में कदम रखना केवल एक शुरुआत है। आपको यह ठान लेना चाहिए कि चाहे कितनी भी कठिनाइयाँ क्यों न आएँ, मुझे अपने लक्ष्य से विचलित नहीं होना है। सफलता प्राप्त करने के लिए जितना भी काम आपके पास आए, उसे पूरी ईमानदारी और मेहनत के साथ करना चाहिए। यह मायने नहीं रखता कि शुरुआत में वह काम बड़ा है या छोटा, बल्कि यह जरूरी है कि आप हर काम में अपना 100% दें। धीरे-धीरे, जिस तरह का काम आप चाहते हैं, वह भी आपके पास आना शुरू हो जाएगा।

फिल्म इंडस्ट्री में केवल यह कहने से कुछ नहीं होता कि मैं एक अच्छा अभिनेता हूँ, एक बेहतरीन अभिनेत्री हूँ या एक शानदार निर्देशक हूँ। आपकी सफलता का आधार आपका काम होता है, न कि केवल आपकी बातें।

शेष पेज-2 पर

## Guest Editor of This Issue



**From the Editor's desk**  
**Reena Sharma**  
**Principal**  
**National Public School**

### Experiential Learning: A Transformative Approach to Education

Experiential learning is a dynamic process of learning that encourages individuals to engage deeply with their own learning journey. This approach emphasizes direct experiences and reflective practices, enabling learners to develop a profound understanding of themselves as active participants in their educational process. It goes beyond theoretical knowledge by connecting lessons to real-life situations, fostering practical skills and personal growth.

#### Key Features of Experiential Learning:

**Engagement Through Direct Experiences:** Students actively participate in learning tasks that replicate real-world scenarios, making learning more relatable and impactful.

**Reflective Practice:** Reflection on these experiences is an integral component, allowing students to analyze their actions, decisions, and outcomes critically.

**Skill Development:** Through hands-on activities, students develop problem-solving, analytical, and decision-making skills, which are essential in real-world applications.

#### Importance of Experiential Learning:

**Enhanced Understanding of Concepts:** This method bridges the gap between theory and practice, making complex concepts easier to grasp.

**Insight Into Personal Interests:** Students discover their passions and interests through varied experiences,

शेष पेज-2 पर



# Home Managers at the Forefront

**Anjali Singh**

**New Delhi:** It begins with kitchen but does not end with same, it begins with embroidery but does not end with same, it begins with dance but does not end with the same

Many women have become famous by starting YouTube channels from home, leveraging their creativity, expertise, and personalities.

Women are honing their skills at home and going beyond household responsibilities. They are exploring new opportunities, becoming managers of their own talent and organizations, and shaping impactful conversations.

**YouTube Channels and Social Media Presence**

Home managers are using



platforms to share tips, tricks, and stories about parenting, organizing, cooking, budgeting, and sustainable living. For example: Dawn Madsen (The Minimal Mom); Shares decluttering and minimalism



blending celebrity and homemaking.

**Rebranding Homemaking**

Many women are reframing homemaking as a valuable and impactful

### Why Home Managers are at the Forefront

**Skill Mastery**

Skills like time management, multitasking, budgeting, and problem-solving—learned from running a home—are universal and applicable in all industries.

**Inclusivity and Relatability**

Their stories resonate with a wide audience because almost everyone deals with some aspect of home life.

**Breaking Stereotypes**

By showcasing their work and talents online, they are dismantling stereotypes about homemaking being “easy” or “secondary” to other careers.

**Role Models for Future Generations**

By standing at the forefront, these women demonstrate that being a home manager can coexist with leadership, creativity, and financial independence.

They are exploring across the world and managing all the things together.

**Nisha Madhulika (Cooking Channel)**

Nisha Madhulika’s YouTube channel named after her has 14.6 million subscribers.

60 years old woman has active expert in

traditional Indian vegetarian cooking.

**Sarah (Homfry Embroidery)**

Having 2.1 lakh followers

**Sabrina Ionis (Dance Channel)**

Having 2.01 million subscribers

These home managers inspire others to find fulfillment in managing their homes by showing how to balance personal and family goals while pursuing other passions, such as entrepreneurship or hobbies.

**Turning Passion into Profit**

Many successful home managers have monetized their expertise through courses, eBooks, blogs, and product endorsements, transforming their roles into thriving businesses.

## MDP on Mastering the Art of Professional Interview

**IMS News Service**

**Ghaziabad:** Ghaziabad Management Association has organized a MDP on “Mastering the art of professional interview” at Mewar Institute of Management, Ghaziabad.

The MDP was organized for final year PG students to understand the kind of knowledge needed for interview, by researching for specific field, industry, organization & job description (JD), to know soft and hard skills requirement, to learn to communicate effectively



with interviewers. Students were given information on interview process, preparation for virtual interview, answering questions using STAR technique and closing the interview. Students were explained through highly

## MANTHAN-2024, Business Quiz Competition

**IMS News Service**

**Ghaziabad:** Ghaziabad Management Association and RKGIT organized MANTHAN -2024, Business Quiz Competition. There was an overwhelming response from various colleges throughout various regions across NCR. In all, ninety-eight from various colleges turned up on the final day. The quiz took place in three phases.

The first phase was a written round out of which 15 teams were selected for the 2nd phase. Seven teams competed for the grand finale. This phase also had various rounds related to



different aspects of business. It consisted of questions related to the economy, brands, audio-visual recognition, and product-related questions. Last round i.e., “RAPID FIRE ROUND” changed the whole scenario, which gave us the final winners for MANTHAN’2024. It was full day event and this was adjudged by distinguished

## Session on Cyber Security and Ethical Hacking with AI



**IMS News Service**

**Ghaziabad:** Ghaziabad Management Association has organized a Session on “Cyber security and Ethical Hacking with AI” at Indraprastha Engineering college, Ghaziabad. The topics covered were: Practical on Linux, Kali Linux & Penetration Testing. Ethical Hacking (Practical Configuration): Ethical Hacking, types of Hacker, Phases of Ethical Hacking, Reconnaissance, Host discovery, Port Scanning, Vulnerability Scanning, Gaining Access, Maintaining Access.

Social Engineering (Configuration): Different types of Social Engineering attacks, Eaves dropping, Shoulder surfing, Dumpster diving, Impersonation, Phishing, and how to protect yourself from Social Engineering.

Malwares (For Penetration Testing & Vulnerabilities): Types of Malwares, Virus, Worm, Ransomware, Trojan Horse, Keyloggers, Spyware.

Basic. The session was an eye opener and knowledgeable for students. The global institute of Cyber security trains students for different certification courses, helpful for their careers. The speaker was Mr. Kundan Kumar: Technical Advisor & Mr. Vishal Jain: Technical Head – Cyber Security from Global Institute of Cyber Security & Ethical Hacking, GICSEH Data Security Pvt. Ltd., Noida. The session was attended by 310 students.

## Seminar on Green Hydrogen- Generation Storage and Safety Aspects



**IMS News Service**

**Ghaziabad:** A two days - All India seminar on “Green Hydrogen- Generation, Storage, and Safety Aspects” by The Institution of Engineers (India) in association of Ghaziabad Management Association on 29-30.11.2024 at IPEC. India is positioning itself as a leader in the global clean energy transition by developing green hydrogen production facilities and infrastructure. India stands at the forefront of the global green hydrogen economy. Numerous outstanding Indian companies are actively

## Lecture on Art of Winning Your Dream Job



**IMS News Service**

**Ghaziabad:** Ghaziabad Management Association has organized a session on “Art of Winning your Dream Job” at RKGIT, Ghaziabad. The session was conducted for PG Final year students aspiring for their dream jobs. They could learn proven strategies to ace every step of the hiring process—from crafting a standout CV to acing your interviews! The topic covered were - How recruitment has evolved and

## Session on Cervical Cancer Awareness



**IMS News Service**

**Ghaziabad:** Ghaziabad Management Association organised a session on “Cervical Cancer Awareness” at Mewar Institute of Management, Ghaziabad. The speaker was Dr. Madhu Gupta, a renowned Gynecologist and trustee of Beautiful Tomorrow. The session was very informative and



- IMS News Service**
- Ghaziabad:** Ghaziabad Management Association organised a session on “Cervical Cancer Awareness” at Mewar Institute of Management, Ghaziabad. The speaker was Dr. Madhu Gupta, a renowned Gynecologist and trustee of Beautiful Tomorrow. The session was very informative and
- Kartik Rupani**
- ### SCI-TECH WORLD
- ISRO’s Upcoming Space Projects: The Indian Space Research Organisation is preparing to launch a mission called Proba-3 in early December. This project, done in partnership with the European Space Agency, aims to mimic a solar eclipse to help study the sun. This mission will also include India’s first artificial intelligence laboratory in space.
  - Solar Observations Through Aditya-L1: India’s first solar-focused satellite, Aditya-L1, is on track to reach its designated position in space early next year. From this vantage point, it will continuously monitor solar activity for five years, advancing understanding of the sun’s impact on Earth.
  - Advancing Quantum Technology: India has launched an ambitious plan to support research and innovation in quantum computing. This initiative, supported by significant funding, aims to position India as a global leader in this transformative field.
  - Exploring the Deep Ocean: The Samudra Yaan project, India’s deep-sea exploration initiative, plans to test its submarine, Matsya 6000, at a depth of 500 meters in early 2024. This is a step toward reaching depths of 6,000 meters, which will provide access to previously unreachable areas of the ocean floor.
  - Private Companies Enter Space Exploration: Indian startups are making significant strides in space technology. Agnikul Cosmos plans to test a rocket built using 3D printing, and Skyroot Aerospace is preparing for satellite launches aimed at enhancing Earth observation.

## Empowering the Future: Women in Leadership Across Sectors

Over the years, women in leadership have increased in numbers but still there are unseen barriers or challenges faced by the women in leadership. Women have been suppressed by society obligations and their own family members and it affects the women career trajectories including personal growth that lack the access to equal opportunities.

Patriarchal attitudes faced by woman in Gram Panchayats, where elected women authority is not taken seriously. On their behalf often husband or male relatives make decisions it called Sarpanch Pati syndrome or Proxy Representation. Due to these biases, women often cannot speak up for themselves. This could be because of a lack of education, awareness of their rights and opportunities, or hesitation to challenge patriarchal norms, as they are often taught to sacrifice their rights. A

## Continued Page 1...

woman’s journey to the top is never easy and is filled with challenges. Despite these obstacles, women with enthusiasm and determination stay focused on their goals, inspiring generations with their courage and intelligence.

**Experiential Learning: A Transformative...**

helping them make informed decisions about their careers and personal goals.

**Active Engagement:** By integrating innovative techniques and ideas, experiential learning keeps students motivated and invested in the learning process.

**Empowerment Through Reflection:** Reflective practices cultivate self-awareness and critical thinking, empowering learners to approach challenges confidently.

**Benefits for Both Teachers and Students:**

**For Students:** Experiential learning fosters creativity, adaptability, and resilience. It equips them with practical knowledge and skills, making them better prepared for real-world challenges.

**For Teachers:** It offers opportunities to innovate teaching methods, creating a more interactive and fulfilling educational environment.

In conclusion, experiential learning is a powerful educational approach that transforms passive learning into an active, engaging, and meaningful experience. By linking academic content to real-life applications, it not only enhances the learning experience but also nurtures well-rounded individuals prepared to thrive in a dynamic world.

**साक्षात्कार: फिल्म निर्माण की कला**

**सीखें : डॉ. दामले**

जब आप अपने काम में उत्कृष्टता दिखाते हैं, तो लोग उसे पहचानते हैं और सराहते हैं। इसलिए अपने काम को अपना परिचय बनाएं और अपनी मेहनत से खुद को साबित करें। यही रास्ता है जहां से सफलता की शुरुआत होती है।

**अच्छे अभिनेता और स्टार की भूमिकाएं व जिम्मेदारियां क्या होती हैं ?**

एक अभिनेता की जिम्मेदारी अपने चरित्र को जीवंत करना होता है। उसे अपनी भूमिका की गहराई को समझकर उसे पर्दे पर साकार करना पड़ता है। दूसरी ओर, एक स्टार की पहचान केवल उसके अभिनय से नहीं होती, बल्कि उसकी लोकप्रियता, फैशन फॉलोइंग, और बॉक्स ऑफिस पर उसके काम की सफलता से होती है। यह उसकी सार्वजनिक छवि और लोगों के बीच उसकी पहुंच का प्रतिबिंब होता है। हालांकि, अभिनेता और स्टार के बीच एक सूक्ष्म अंतर है, फिर भी कई सितारे ऐसे होते हैं जो उत्कृष्ट अभिनेता भी साबित होते हैं। वे अपनी अदकरी से दर्शकों का दिल जीतने के साथ-साथ अपनी स्टार पावर का उपयोग फिल्म को सफल बनाने में करते हैं।



# Lack of Communication is Fragmenting Families

**Kushagra Garg**

**New Delhi:** In today’s fast-paced world, family dynamics are undergoing dramatic changes. One of the most alarming trends is the growing communication gap within households. Families are physically present in the same space, sharing a home, yet emotionally and mentally disconnected. This communication breakdown is creating a sense of division, where members co-exist without meaningful interaction. This shift has become a pressing social issue, and its underlying causes range from the impact of social media to generational gaps. To address this, we must delve into the root causes and explore potential solutions.

Traditionally, family units have been the cornerstone of emotional support, understanding, and shared values. However, in recent years, many families are no longer enjoying the warmth of close-knit relationships. A growing number of households report feeling like strangers under the same roof. Parents and children, siblings, and even spouses are often found engaged to their individual screens, engaging with people outside their immediate circle, while avoiding conversation with one who are closest to them. The ultimate consequence of this emotional and mental disconnect is a weak family unit, which leads to a host of issues ranging from emotional distress to a breakdown in the core values that hold the family together. One of the major culprits



contributing to the disintegration of family communication is social media. Platforms like Facebook, Instagram, Twitter, and TikTok, have vanished face-to-face interaction. Family members, especially children and teenagers, often prefer to engage with online friends or followers rather than communicate with those at home. The constant use of content, notifications, and messages pulls attention away from in-person conversations, leading to a cycle where emotional connections are severed. Moreover, social media often portrays a dreamy version of reality, making family members feel as though they are missing out on experiences that others are having. This can arise feelings of loneliness, and even jealousy, which further separates family.

Another major factor contributing to the lack of communication is the generational gap. As technology rapidly evolves, younger generations are often more comfortable with digital communication methods, while older generations struggle to adapt to these changes. This disparity can create frustration on both sides. Parents, may feel that their children are becoming too busy in their digital lives, while children may feel misunderstood by their parents for their preferences. The generational divide also impacts the topics of conversation. Parents and children may no longer relate to one another’s daily lives or interests. As a result, families may swift apart, not because

of any preference or intent, but due to a lack of shared understanding and communication. Addressing the lack of communication within families requires a common understanding behaviour approach. One of the most effective ways to counter this is, begin by setting time for regular family interactions, such as family dinners, game nights, or even casual catch-ups. This creates opportunities for sharing thoughts and feelings without the interference of digital devices. Moreover, it’s essential to create a safe space for discussions about the role of technology in the family’s life. Parents should engage in conversations with their children about the excessive screen time, as well as the benefits of balancing online and offline activities. This can include setting boundaries for device usage, such as no phones at the dinner table or designated family time without distractions. The growing communication breakdown within families is a major concern that demands attention. Social media, the generation gap, and technological distractions have all played a role in creating this disconnect. However, by acknowledging the problem and taking resolving steps to resolve it, families can rebuild the emotional bonds that once defined their relationships. The ultimate solution lies in spending time together, and prioritizing them. Only then can families move from silent to true connection.



## विश्वविद्यालयों की खबरें

Sanchita Mukherjee

### IIM Bodh Gaya, PSI India Collaborate to Impart Healthcare Management Education



Under MoU, experts from PSI India will deliver lectures on relevant and important topics and PSI India will provide opportunities for community immersion, internship and final placements to the students of MBA-HHM. Dr. Vinita Sahay, director of IIM Bodh Gaya and Mukesh Kumar Sinha, executive director of PSI India, focused on the strategic and futuristic nature of this collaboration, stating that the MoU aims to enhance and enrich academic excellence and drive social impact.

**One Nation One Subscription Initiative for Students?**

ONOS is a plan to consolidate researchers’ subscriptions to prominent academic journals and other similar publications. Once in place, the ONOS initiative will provide access to journal articles to all individuals in India for one “centrally negotiated payment”. The ONOS will replace individual institutional journal subscriptions. The ONOS initiative is also expected to include concessions on fees that authors have to pay to have their work published in open access journals.

**Nikon India Opens first Centre of Excellence at IIT Hyderabad**

The centre is designed to offer advanced imaging technologies to trainees, visiting scholars, and collaborators nationwide, promoting beneficial partnerships between IIT-H researchers and Nikon teams. Serving as an innovation hub, it will enable researchers to study biological systems at multiple scales—from single cells to human tissues—driving advancements in high-resolution imaging with quick and easy access.

**IIT-Madras Launches Centre for Human-Centric AI to Amplify Human Potential**

IIT Madras Pravartak Technologies Foundation has launched a ‘Centre for Human-Centric Artificial Intelligence’ (CHAI) to harness AI to amplify human potential, which could be a critical opportunity for India. The new centre’s activities will include technology development, aiding entrepreneurship development, human resource development, and international collaborations. This newly-launched centre will help identify risks to inform future regulations, ensuring that India’s AI development is safe and responsible, especially in the Indian context while maximising innovation.

## Sudoku

8		6		3		9	
			1				
2							5
1		8		5		2	
	3		1				
7		5		3		9	
				7		4	
6			2				
	8		6		4		3

## Ample Job Opportunities but Lack of Skilled Workforce

**Pragya Pandit**

**New Delhi:** Nowadays, education has become a business. Students want freedom and often do not want to listen to their teachers. They don’t take anything seriously during their college years because they have developed a mentality that says, “We are paying the fees, so we rule our own world. We don’t



have to put in effort; we can simply pay and obtain degrees from colleges.” As a result, teachers sometimes end up treating them like customers. But we must remember one thing, we can buy degrees, but not skills. Skills we can only learn, by doing hard work and smart work. Students say unemployment is at its peak, but that’s not true, there are so many companies offering jobs, but they want skilled workers. They will judge you based on your knowledge and skills rather than just your degrees. The secondary reason for unemployment is having very high expectations regarding salaries.

Individuals think that they were doing very demanding course, and they were paying for that so they will get the same in return, but they don’t. People are not understanding the requirements of the companies. Organizations are looking for skilled workers because our competition is with AI not with and AI is faster than humans. People tend to follow trends, and nowadays, starting a food stall has become popular. Educated individuals are venturing into startups, driven by the mindset that jobs are scarce and starting a business is an easier option. Many believe

that startups require little to no skills, but the reality is that startups demand 100% effort and skills due to tough competition, even in food stalls. Luck also plays a role. This trend has led students to think that pursuing higher education and investing in it is a waste, but this is far from the truth. Focus on developing skills rather than simply spending money. Sometimes, people achieve great things without money, while those who invest money may accomplish nothing. The difference is that money can buy a degree, but not skills and talent. Understand this and prioritize building your abilities.



SKILLED WORKERS-					
YEAR	2020	2021	2022	2023	2024
PERCENTAGE	22.1%	24.5%	27.1%	30.2%	33.5%
This table depicts the percentage of skilled workers in India from the year 2020 to 2024. In this we can observe that the graph has increased with the time from 22.1% to 33.5%. The increase in percentage of skilled workers is a positive sign for the growth of a country as it will reduce the poverty.					

UNSKILLED WORKERS-					
YEAR	2020	2021	2022	2023	2024
PERCENTAGE	77.9%	75.5%	72.9%	69.8%	66.5%
This table depicts the percentage of unskilled workers in India from the year 2020 to 2024. In this we can observe that the graph has decreased with the time from 77.9% to 66.5% which will result in improved productivity. #SOURCESARE- National Statistical Office, Labor Bureau, Government of India & ILO.					



### HEALTH TIPS

## “Kill Pollution Or It will Kill You”

Anjali Singh

**New Delhi:** “Kill pollution, or it will kill you” Air pollution became a global public health emergency that effects everyone, from unborn babies to adults. According to the state of Global Air 2024 report, air pollution was responsible for 709,000 deaths. The report also provided data on air quality and health impacts for country around the world. This pollution has many negative effects on human health

**Respiratory issues**  
Air pollution can cause chest tightness wheezing, shortness of breath, coughing, and phlegm. It can also aggravate asthma and trigger asthma attacks.

**Heart and lung disease**  
Air pollution can increase the risk of heart disease, stroke and lung cancer

**Other health issues**  
Air pollution can increase the risk of 2 diabetes, obesity, systemic inflammation, Alzheimer’s disease and dementia.

**Tips to stay safe from air pollution**  
**Check the Air Quality Index(AQI)**  
Stay informed about the daily AQI and plan activities accordingly. Avoid spending too much time outside when pollution levels are high.

**Wear a face mask**



When going outside in polluted air, wear a mask that filters out harmful particles. N95 and N99 masks are good options.

**Avoid smoking**  
Smoking harms your health and contributes to air pollution. Avoid exposure to secondhand smoke as well.


**Limit time outside**  
Stay indoors as much as possible and take breaks in a well ventilated area.

**Shower or bathe after being outside**  
Shower or bathe after being outside to remove pollutants from your skin.

**Protection from lungs causing disease**  
Limit outdoor exposure: Avoid exercising outdoor on bad air days, especially in the afternoon when air pollution is highest. Eat a healthy diet: Eat a balance diet high in fruits, vegetables, whole grains, lean protein and healthy fats. Get regular checkups: Get annual check-ups and stay up to date with vaccinations.


**“Be a part of the solution, not part of the pollution”**

### Knowledge



## Solve Quiz No. 122

### For Students



Solve the following quiz and reply promptly through email. Names and photos of students who answer correctly will be published in IMS TODAY. IMS Engineering college students can provide reply through personal submission-Editor. Email [imstoday.imsec@gmail.com](mailto:imstoday.imsec@gmail.com)

**1. Which group is not concerned with the solar system**  
a) Nebulae  
b) Asteroids  
c) Nervous system  
d) Planets

**2. Electric transformers are used to**  
a) Filter current  
b) Regulate current  
c) Serve as a fuse  
d) Change voltage

**3. Evaporation of water is**  
a) A process accompanied by a chemical reaction  
b) An endothermic change  
c) An exothermic change  
d) A process of in heat exchange reaction

**4. A north- west wind would be from a compass direction of**  
a) 45 Degree  
b) 135 Degree  
c) 225 Degree  
d) 315 Degree

**5. Early morning heavy dew is most likely to be the result of**  
a) Cloudy sky and strong wind  
b) Clear sky and clam wind

c) Cloudy sky and calm wind  
d) Clear sky and strong wind

**6. The production of excess pigment in the skin is stimulated mainly by**  
a) Infra-red rays  
b) Vitamin C  
c) Ultraviolet rays  
d) Vitamin D

**7. At sun rise or sun set the sun appears red because**  
a) Scattering of light  
b) Diffraction  
c) Sun is hottest at these times  
d) Refraction

**8. Which of the following synthetic fibers was discovered first**  
a) Nylon  
b) Terylene  
c) Ploythene  
d) Rayon

**9. Sound waves above 20,000Hz are called**  
a) Overtones  
b) Infrasonic  
c) Supersonic  
d) None of these

**10. Stainless steel is an alloy of steel and**  
a) Strontium  
b) Copper  
c) Platinum  
d) Chromium

### Participation format

Quiz No.....  
Name of Student.....  
(also attach your PP size Photo)  
Class.....Year.....  
College ame.....  
Mobile umber.....  
Email.....  
Present Address.....  
Permanent Address.....

**Answers (QUIZ-121) November, 2024 issue:**

1	2	3	4	5	6	7	8	9	10
a	b	a	a	b	b	a	c	b	c

Prepared By: Prof. Pradeep Kumar, Assistant Professor (AS&H)



सम्पादकीय

## माता भूमि: पुत्रोऽहं पृथिव्याः

‘माता भूमि’- पुत्रोऽहं पृथिव्याः-’ अर्थात् पृथ्वी हमारी माता है, हम पृथ्वी के पुत्र हैं। यह वाक्य अथर्ववेद का पृथ्वी सूक्त है और यह हम सभी को भूमि के प्रति हमारे दायित्व की याद दिलाता है लेकिन दुर्भाग्यपूर्ण यह है कि आज भूमि की गुणवत्ता लगातार गिर रही है। भारत में जो किसान आत्महत्याएं कर रहे हैं, उनमें एक प्रमुख कारण जमीन की घटती उत्पादकता भी है। आपको यह जानकर बहुत हैरानी होगी कि भारत की 30 प्रतिशत मिट्टी खराब हो चुकी है। विशेषज्ञों का मानना है कि विगत 50 वर्षों में मिट्टी में ज़िंक, सल्फर, मैंगनीज, आयरन और कॉपर जैसे तत्वों की कमी हो गई है। अब अगर मिट्टी की गुणवत्ता इसी गिरती रही तो आने वाले कुछ सालों में कई स्थानों पर जमीन बंजर जाएगी। प्रश्न यह है कि जब पृथ्वी की जमीन पर गंभीर संकट मंडरा रहा है तो उसकी रक्षा कौन करेगा? यह बात ठीक है कि सैद्धांतिक तौर पर मिट्टी की रक्षा एवं सुरक्षा के लिए सरकार को प्रयास करना भी चाहिए। लेकिन प्रश्न यह भी है कि क्या अपनी माता की रक्षा का कार्य केवल सरकार पर छोड़ देना चाहिए? 4 दिसंबर 2023 को नेशनल क्राइम रिकार्ड्स ब्यूरो द्वारा जारी किये गए ऑकड़ों के अनुसार, वर्ष 2022 में 11290 किसानों ने आत्महत्या की। साल 2021 में 10281 किसानों ने अपनी जान ली थी। यानि 2022 में इसमें 3.7 प्रतिशत की बढ़ोतरी हुई है। दूसरे शब्दों में कहें तो भारत में रोजाना 154 किसान-मजदूर आत्महत्या कर रहे हैं। भारत में ज्यादातर किसानों के पास छोटी जमीन है। गरीबी से जुझते हुए, वे साल भर भूख से बने का प्रबंध करते हैं। धीरे-धीरे, खेती एक अनाकंक्षक पेशा बनती जा रही है। कई छोटे किसान शहरी भारत में दिहाड़ी मजदूर के रूप में काम करने के लिए दूर जा रहे हैं। भारत में कुल भौगोलिक क्षेत्र का लगभग 30% से अधिक का क्षरण हुआ है। वहीं दुनियाभर में मिट्टी की उर्वरता खोने के मामले में 40 फीसदी तक गिरावट बढ़ गई है। इससे वैश्विक जीडीपी का लगभग आधा हिस्सा खतरे में है। स्वतंत्रता के बाद कृषि के क्षेत्र में भारत ने काफी काम किया। उस दौरान भारत में खाद्यान्न की समस्या थी। देश को अन्य देशों से खाद्यान्न मंगवाना पड़ता था। हरित क्रांति के माध्यम से भारत ने खाद्यान्न की पूर्ति के लिए बड़ा काम किया। इसमें पैदावार बढ़ाने वाले बीज, उर्वरक और रसायन का इस्तेमाल किया गया। 1971 तक भारत खाद्यान्न के मामले में आत्मनिर्भर हो गया। भूमि पर मिट्टी के कटाव की सबसे खराब स्थिति पूर्वोत्तर राज्य असम में स्थित ब्रह्मपुत्र घाटी में है। यहाँ कटाव की घटना लगभग 2000 वर्ग किलोमीटर सतही मिट्टी को प्रभावित करती है। भारत में, राष्ट्रीय औसत कटाव प्रति वर्ष 21 टन प्रति हेक्टेयर है। इस नुकसान को सीधे तौर पर वनों की कटाई और गहन कृषि प्रथाओं जैसे मानवजनित हस्तक्षेपों के लिए जिम्मेदार ठहराया जा सकता है। असम और ओडिशा में ब्रह्मपुत्र घाटी में मिट्टी का क्षरण सबसे तेजी से हो रहा है। मुवा विज्ञानी डॉक्टर एफें विश्वास कहते कहते हैं कि किसी भी पौधे के विकास के लिए कुल 17 पोषक तत्वों की जरूरत होती है। इसमें से 14 मिट्टी से आते हैं। बाकी पानी, धूप और हवा से आते हैं। 14 पोषक तत्वों के अलावा भी पौधे को कई तरह के माइक्रो न्यूट्रिएंट्स की जरूरत होती है। भारत में ज्यादा मिनरल सॉल्व पाई जाती है। इसमें पोटेशियम भरपूर होता है। लेकिन खेती, औद्योगिकीकरण और अन्य कारणों से मिट्टी में पोटेशियम की कमी होने लगी है। वलाइमेट चेंज के चलते भी बड़े पैमाने पर मिट्टी की उर्वरा शक्ति का क्षरण हो रहा है। हमारी मिट्टी की ऊपरी ढाई इंच मिट्टी बनने में कई सौ साल लगे हैं। इसका क्षरण होने से मिट्टी की उपजाऊ शक्ति पर गंभीर असर पड़ता है। वहीं किसान पराली जला कर अपने खेतों को बंजर बना रहे हैं। मिट्टी के लिए ऑर्गेनिक कार्बन बेहद जरूरी है। इसके अलावा किसानों को खेत कभी खाली नहीं छोड़ने चाहिए। खेत खाली होने से भी ऑर्गेनिक कार्बन का नुकसान होता है। जलवायु परिवर्तन के चलते गर्मी और असमय बारिश लगातार बढ़ रही है। मौसम से इस बदलाव से खेती और जमीन की उर्वरा शक्ति पर भी असर पड़ रहा है। वैज्ञानिकों के मुताबिक अगर अलग अलग प्रजाति के पेड़ लगा कर वन विविधता बढ़ाई जाए तो जमीन को और अधिक उपजाऊ बनाया जा सकता है। भारतीय संस्कृति के अनुसार भूमि का स्थान माता से भी बढ़कर है। मिट्टी की गुणवत्ता को सुधारने का काम हम केवल सरकार पर नहीं छोड़ सकते बल्कि मिट्टी को फिर से जीवंत करने के लिए हम सबको मिलकर एक आंदोलन चलाना होगा ताकि हम अपनी मातृभूमि की रक्षा कर सकें।

## The Impact of Social Media Reels: A Threat to Youth and Society

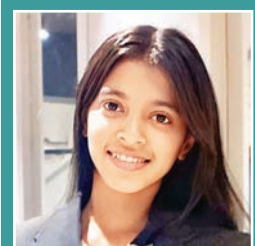


Today, social media plays a significant role in people's lives, and its influence is growing rapidly. Both adults and teenagers are frequently drawn to social media platforms. Unfortunately, social media often impacts their mindset negatively, posing risks to both individuals and society as a whole. A notable example is the abundance of reels, which reflect how the backbone of India—its adults—is being influenced by this fabricated virtual world. The widespread circulation of these reels often promotes fake news and propaganda, which can have harmful consequences for society and people of all age groups.

Why are reels so captivating for the youth, and why has sharing reels become such a widespread trend?

Reels have reached their peak popularity because they showcase content that resonates with what the youth want to see, making them highly attractive and easy to engage with. However, the youth are also creating inappropriate or misleading reels that spread harmful messages across social media, further contributing to the circulation of wrong information in society. The youth are creating these types of reels primarily in pursuit of fame and financial gain, often resorting to making vulgar or controversial content on social media. In their desire for attention and success, many young people become deeply immersed in the process of creating reels, losing sight of their real-life values and responsibilities.

One such viral example is of a girl dancing in a hospital room where her mother is admitted, while she is focused on making reels for Instagram. This incident highlights how some individuals prioritize social media content over important real-life moments, reflecting a concerning shift in priorities among the youth. Another disturbing example is that of 27-year-old social media influencer Anvi Kamdar, who made reels at the Kumbha Waterfall in Mangan and tragically fell from a height of 300 feet. This incident underscores the dangerous lengths some individuals are willing to go for social media attention, often risking their lives for the sake of viral content. The youth, who are often seen as the backbone of India, should focus on their studies and work towards making meaningful contributions to the country. Instead of getting caught up in creating gross or controversial reels on social media, they should channel their energy into innovation, education, and efforts that will help elevate India as a leading nation. By doing so, they can truly honor their potential and make a positive impact on society.



Anshu Kumari

# Why do INDIANS Fear to Invest in STOCK MARKET?

Stock market is one of the most salient measures of a country's economic health. Since we've been a sovereign nation, our stock market has experienced a string of disasters for no apparent cause. Even if regulatory and concerned parties have provided clear market guidelines, current investors still lack trust. Investors vary in terms of their socioeconomic status, level of education, gender, race, age, and level of experience in the sector, among other things. The Indian stock market, despite its potential for high returns, evokes a sense of trepidation among many potential investors.

Indians have a love-hate relationship with the stock markets. Research shows that only 2% of the Indian investors invest in the Stock Markets. The average person's view on staying away from stocks is because the equity markets have not been able to guarantee the same level of trust that other forms of investment provide.

**This fear can be attributed to a multitude of factors:**

**Financial Illiteracy** pertaining to the Indian stock market precipitates fear amongst potential investors. The intricacies of the market, coupled with the plethora of investment options, can overwhelm individuals.

**Lack of money** often keeps investors away from the stock markets. It is a common belief that investing in stocks requires huge money, however, you can start with small amounts instead provided you do your research and then invest in a stock.



Mohd Sameer

**Patience** Indians lack patience when it comes to the stock markets. Most believe that it is a place to make quick money. Lack of Patience also leads to panic selling which makes the investor exit at the wrong time.

**Past Experience** If an investor has already suffered losses due to panic selling or any other reason, they would generally tend to stay away from the stock market

**Traditional Investments** Compared to the stock market, traditional methods of investment such as the FD or gold give little but sure shot returns. Instead of studying the stocks thoroughly, Indians tend to use a more risk-free option.

**Lack of Courage** Due to fear of losing money, investors do not show courage to invest in the stock market. Also, previous experiences and word of mouth also play a major role, which resists an average investor from investing into the stocks.

**Foreign investors fear India's stock market boom may be over**

International investors pulled out more than \$10bn in the month of October from Indian stocks as indices record largest fall since March 2020



*The Fear & Greed Index is a way to gauge stock market movements and whether stocks are priced. The theory is based on the logic that excessive fear tends to drive down share prices, and too much greed tends to have the opposite effect*



*Oil is a major input for several industries. When Crude Oil prices rise, naturally, input costs and overall production costs also rise. This causes profit margins to fall, which in turn reduces the stock price of that company.*

After hitting a series of record highs this year, the Nifty 50 index of blue-chip Indian stocks fell 6.2 per cent in October. The Sensex meanwhile fell 5.8 per cent, its worst month since March 2020.

The Indian stock market's growth trajectory is hindered by a deep-seated fear amongst potential investors. This fear stems from a complex interplay of factors, including financial illiteracy, risk aversion, and past experiences. Furthermore, the recent exodus of

foreign investors, resulting in a significant market downturn, has only served to exacerbate these concerns. To bridge this gap, it is imperative to foster a culture of financial literacy, promote long-term investing, and encourage informed decision-making. By addressing these underlying fears and misconceptions, India can unlock the full potential of its stock market, driving economic growth, and promoting financial inclusion.

## The Art of Kashmir's Copper Ware: Crafting Beauty Through Generations

Kashmir, often referred to as "Paradise on Earth," is not only famous for its breathtaking landscapes but also for its exceptional craftsmanship. Among the many treasures of this land, copperware stands out as a symbol of the valley's rich heritage, where each piece tells a story of art, culture, and tradition passed down through generations.

"Kashmir's "copper ware" art also known as Kashmiri metal craft", involves the painstaking crafting of copper objects such as trays, and tea pots. Roots of this craft can be traced back to the Mughal Era, when the region became a flourishing hub for metal work, intricate pieces of art by skilled artisans. Creating Kashmir's copperware is a meticulous process that requires years of training and experience. Over time, this craft evolved into a unique cultural symbol of Kashmir, "often used for ceremonial



Jagriti Kumari

purposes": Some of the most famous copperware items crafted in Kashmir include the samovar, a traditional tea kettle used during family gatherings, and the intricate Kashmiri tea pots, designed for brewing the iconic Pink Kashmiri chai and Kahwa.

The copper trays, often adorned with delicate floral patterns, are another specialty. These items aren't just functional; they are cherished heirlooms, passed down through generations, symbolizing the hospitality



and warmth of Kashmiri culture. As Kashmir continues to enchant the world with its natural beauty, its copperware stands as a testament to the enduring spirit of its people.

By supporting local artisans and preserving these traditional crafts, we

ensure that the artistry of Kashmir's copperware remains alive for generations to come. Next time you find yourself admiring a beautifully crafted copper piece, remember that you're not just looking at metal—you're looking at history, culture, and the soul of Kashmir.

## स्टार्टअप एक डूबती नाव या उगता सूरज ?

आज के युग में स्टार्टअप भारत की सबसे बहुमुखी और उच्च आय वाली सेवाओं में से एक है। इसमें हमारे पास विज्ञान से लेकर कपड़ों तक के विभिन्न क्षेत्र हैं, जहाँ से हम शुरुआत कर सकते हैं।

अगर आप अपने आस-पास देखें तो हर जगह बहुत सारे उद्यमी हैं, एक घरेलू महिला के टिफिन बेचने से लेकर एक ड्रोन निर्माण केंद्र खोलने वाली तक महिलाएं हैं। बहुत से लोगों को उनके उद्यमी के रूप में उनके काम के लिए सराहना नहीं मिलती है।

एक चना बेचने वाले और एक डिलीवरी कंपनी चलाने वाले व्यक्ति के बीच एकमात्र अंतर यह है कि चना वाला पंजीकृत नहीं होता है और एक कंपनी पंजीकृत होती है और उसे भारत सरकार द्वारा प्रदान की जाने वाली योजनाओं और धन का सभी लाभ मिलता है। लोगों को सरकारी योजनाओं और लाभों के बारे में शिक्षित किया जाना चाहिए जिसकी मदद से आप अपना स्टार्टअप शुरू कर सकते हैं।

सरकार नवाचार और आर्थिक विकास को बढ़ावा देने में व्यक्ति के महत्व को पहचानती है। विभिन्न मंत्रालयों और विभागों ने स्टार्टअप को वित्तीय, अवसर-चलात्मक और विनियामक सहायता प्रदान करने के लिए योजनाएं शुरू की हैं। सूचीबद्ध योजनाओं में प्रौद्योगिकी, विनिर्माण, कृषि, स्वास्थ्य सेवा और अन्य क्षेत्रों को शामिल किया गया है।

केंद्र सरकार ने स्टार्टअप इंडिया पोर्टल उपलब्ध कराया है। यह अनुभाग भारतीय स्टार्टअप को समर्थन और बढ़ावा देने के लिए भारत सरकार द्वारा शुरू की गई सभी योजनाओं की सूची प्रदान करता है। प्रत्येक योजना का विवरण, उद्देश्य, पात्रता मानदंड, आवेदन प्रक्रिया और लाभ सहित, प्रदान किया गया है। अपने स्टार्टअप को सफलता की ओर

ले जाने और भारत में जीवंत स्टार्टअप इकोसिस्टम में योगदान देने के लिए इन योजनाओं का लाभ आप ले सकते हैं भारत सरकार के पास स्टार्टअप को समर्थन देने के लिए कई योजनाएं हैं, जिनमें शामिल हैं स्टार्टअप इंडिया सीड फंड स्कीम (स्क्वैड), स्टार्टअप के लिए क्रेडिट गारंटी योजना (सीजीएसआई),

डीपीआईआईटी-मान्यता, नवाचारों के विकास और दोहन के लिए राष्ट्रीय पहल (उत्कलक), टाइट 2। सवाल यह है कि क्या भारत स्टार्टअप के लिए सही जगह है? भारत को वर्तमान में स्टार्टअप शुरू करने के लिए दुनिया के सर्वोत्तम स्थानों में से एक माना जाता है, जो स्टार्टअप परिस्थितिकी तंत्र के आकार और युनिकॉर्न की संख्या के मामले में विश्व स्तर पर शीर्ष स्थान पर है, जो इसे अपने बड़े बाजार, बढ़ते तकनीकी प्रतिभा पूल और सहायक सरकारी पहलों के कारण उद्यमियों के लिए एक बहुत ही आकर्षक विकल्प बनाता है।

भारत वैश्विक स्तर पर तीसरा सबसे बड़ा स्टार्टअप इकोसिस्टम है, जिसमें फिनटेक, ई-कॉमर्स और एडटेक जैसे विभिन्न क्षेत्रों में बड़ी संख्या में युनिकॉर्न हैं। पिछले 10 वर्षों में स्टार्टअप पर जो काम हुआ है वह अविश्वसनीय है, इसका श्रेय भारत सरकार की पहल स्टार्टअप इंडिया योजना को जाता है। सोनी टीवी पर आम आदमी पार्टी की जारी की गई शार्क टैंक ने भारत के ड्राई मार्केट को उछाल दिया है। ऐसा नहीं है कि इस दशक से पहले भारत व्यवसाय नहीं कर रहा था, लेकिन आज के समय में यह एक



सिया पांडेय

ऐसे उच्च स्तर पर पहुंच गया है जो भारत जैसे विकासशील राष्ट्र के लिए महत्वपूर्ण था। आज 36 राज्यों और केंद्र शासित प्रदेशों में से 31 के पास समर्पित स्टार्टअप नीति है। इनमें से 27 स्टार्टअप नीतियां 2016 में स्टार्टअप इंडिया पहल के शुभारंभ के बाद विकसित की गईं।

36 राज्यों और केंद्र शासित प्रदेशों में से प्रत्येक में कम से कम डीपीआईआईटी-मान्यता प्राप्त स्टार्टअप मौजूद है। 1653 जिलों में कम से कम एक डीपीआईआईटी-मान्यता प्राप्त स्टार्टअप मौजूद है। केवल बाजार में वृद्धि करना अच्छा नहीं है, हमें जो करने की आवश्यकता है वह है बाजार के मापदंडों को नियंत्रित करना और बनाना, क्योंकि संतुलित विकास को मापे बिना केवल तेजी से बढ़ना ही गिरावट का संकेत है।


हालांकि, कम समय में बहुत ज्यादा वृद्धि वास्तव में खतरनाक हो सकती है। अगर कोई व्यवसाय बिना पर्याप्त उपकरण और संसाधनों के विस्तार करना जारी रखता है, तो वह लंबे समय तक खुद को बनाए रखने में सक्षम नहीं होगा। सबसे महत्वपूर्ण संतर्कता जिसके बारे में स्टार्टअप पता होना चाहिए वह है पेटेंट, यह आपके कंपनी की पहचान के लिए पहला कदम है, क्योंकि यदि आप अपने नाम और उत्पाद, विषय आदि का पेटेंट नहीं कराते हैं तो आप अपनी ताकत और अपने स्टार्टअप की विशिष्टता खो देंगे। आपके स्टार्टअप शुरू होने से पहले आपको कई टिप्स की आवश्यकता होती है जैसे कर में राहत के लिए मान्यता और कर छूट

**ओयो की वापसी**

1990 के दशक के आरंभ में ओडिशा के कटक शहर में ऋतेश अग्रवाल का जन्म हुआ। बचपन से ही उनकी रुचि उद्यमशीलता में थी। उन्होंने 17 साल की उम्र में एक पुस्तक, द इनसाइवलोपीडिया ऑफ इंडियन इंडीनियरिंग कॉलेज लिखी थी। अपने संघर्ष काल के दौरान सड़क पर घूमते हुए ऋतेश को पहली बार फिफायती होटलों का विचार आया। महान विस्तार के बाद ओयो ने अंतर्राष्ट्रीय बाजार में विस्तार करना शुरू कर दिया। इस आक्रामक विस्तार के कारण, गलतियां होने लगीं, जैसा कि हम स्टार्टअप की दुनिया में कहते हैं कि आक्रामक विस्तार जहर है। जहां कोविड से पहले ओयो विस्तार कर रहा था, कोविड काल में यह उस समय में धीमा पड़ गया। यह ओयो के लिए बहुत कठिन समय था, लेकिन रितेश अग्रवाल ने अपना धैर्य नहीं खोया। उन्होंने एक बुनियादी पुनः परिचय दिया और फिर से शुरू किया। जब वित्त वर्ष 2023-24 के नतीजे आए तो लोगों को आश्चर्य हुआ कि पिछली 8 तिमाहियों में लगातार घाटे के बाद उ ड अब मुनाफे में है। इसने टैक्स के बाद 229 करोड़ का मुनाफा घोषित किया है। रितेश ने भी अन्य स्टार्टअप संस्थापकों की तरह सभी गलतियों की हैं - विस्तार की भूख, अत्यधिक फंडिंग, अति आत्मविश्वास। लेकिन उन्होंने कोई बड़ी गलती नहीं की जैसे उनमें अहंकार नहीं है, उनके सपनों की सीमा है, स्मार्ट मार्केटिंग है, लचीलापन है।

प्रमाण पत्र, जीईएम स्टेटअप रनवे जहां आपको सरकारी खरीदारों के बारे में पता चलता है, सरकार कानूनी सहायता और फास्ट ट्रेकिंग ट्रेडमार्क भी प्रदान करती है।





### BOOK NOOK

#### BOOK – Gods Guns and Missionaries

Mugdha Jugran

**Book:** Gods Guns and Missionaries  
**Author:** Mannu S. Pillai  
**Published:** 21 November 2024 by Penguin Allen Lane  
**Rating:** 4 stars

Mannu S. Pillai's Gods, Guns, and Missionaries delves into the intricate socio-religious dynamics of colonial India, shedding light on how faith and power intersected with imperial politics. With meticulous research and engaging storytelling, Pillai unravels hidden narratives, exploring the impact of missionaries and colonial forces on Indian traditions. The book challenges conventional histories, offering fresh perspectives on the cultural and political struggles of the time. It's a thought-provoking and illuminating read for anyone seeking to understand India's complex colonial past.

**Book:** Beneath a Scarlet Sky  
**Author:** Mark Sullivan  
**Published:** 1 May 2017 by Lake Union Pr  
**Ratings:** 4.4 stars

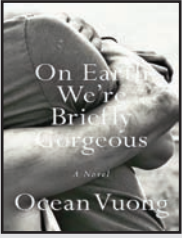

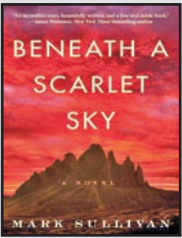
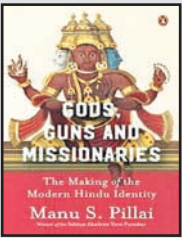
Beneath a Scarlet Sky by Mark Sullivan is a powerful WWII story of love, courage, and resilience, following Pino Lella's extraordinary journey. With vivid storytelling and emotional depth, it beautifully captures the triumph of the human spirit amidst unimaginable horrors, making it an unforgettable and inspiring read.

**Book:** The Things We Cannot Say  
**Author:** Kelly Rimmer  
**Published:** 7 March 2019 by Review  
**Ratings:** 4 stars

The Things We Cannot Say by Kelly Rimmer is a heart-wrenching story of love, sacrifice, and resilience, seamlessly connecting past and present. Through vivid storytelling and deeply emotional moments, it explores the enduring power of human connections even in the face of unimaginable loss. A truly unforgettable read.

**Book:** On Earth We're Briefly Gorgeous  
**Author:** Ocean Vuong  
**Published:** June 4, 2019 by Penguin Press  
**Ratings:** 4 stars

On Earth We're Briefly Gorgeous by Ocean Vuong is a poetic, deeply intimate exploration of identity, love, and intergenerational trauma. Through lyrical prose, Vuong masterfully captures the complexity of immigrant experiences and the fragile beauty of human connections. A hauntingly beautiful and unforgettable narrative that lingers long after reading.



# Creativity: A Bridge of Artistic Life

**Sanchita Mukherjee**

**New Delhi:** We often use the word creativity in our day to day lives, but did we ever think that what exactly the word creativity means? Many of us will say that something which is beautiful, which attracts us. According to one survey, it says that creativity is something which brings out the uniqueness, new solutions and ability to bring something new to the existence or a way of representing a piece artistically.


Now here if we see generally people get uncertain between the concepts of being creative and being artistic. The basic justification to that is, not every creative person is an artist but if the cases are reversed every artistic person needs to be creative. Creativity can be conveyed through Innovation, Logic, Leadership, Emotional connectivity, Language and Art.

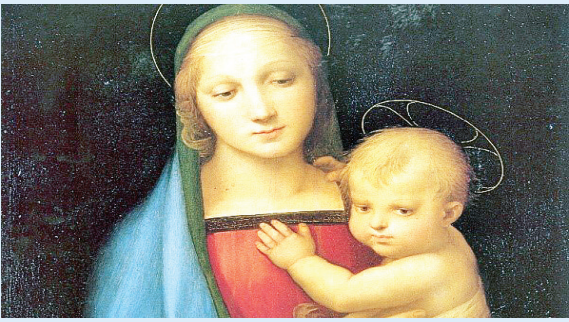
Creativity is often seen as the lifeblood of art, giving a shape to our deepest emotions, ideas, and dreams. It sculpts and builds the boundaries of mere technical skills or methods; it is about expressing the innermost aspects of being human in ways that connects us with others. The artistic life, whether that of a painter, writer, musician, or any other creator, revolves around the delicate balance between inspiration and discipline, freedom and structure. Together, they form the core of what it means to live creatively, where the world of imagination and reality collide and merge to create something uniquely meaningful.

Living an artistic life is not merely about creating art, but about being in tune with the rhythms of one's inner world and the surrounding environment. Artists are often observed as outsiders or dreamers, living in worlds of their own making. While this may be true to some extent, the reality of an artistic life is often more complex. Art is often regarded as a mirror of the human experience—capturing emotions, exploring the depths of the subconscious, and involving with the world in ways that go beyond the spoken or written word. The life of an artist, whether a painter, writer, dancer, musician, or any other form of creative expression, is a path marked by exploration, passion, challenge, and discovery. This article delves into the essence of the artistic life, exploring what it means to live creatively and the complexities that come with it.

The famous artist and painter Vincent Van Gogh is

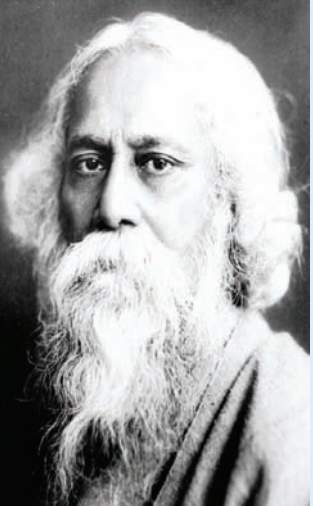
**Throughout history, creativity has played a crucial role in the development of artistic movements and styles. The artistic creative process often reflects the resemblance elements of problem-solving, emotional exploration, and the ability to tap into the unconscious mind. As technology reaches to a new level, artists find new ways to incorporate innovations into their practice, fostering novel forms of creative expression and further blurring the boundaries of what gets concluded as art. The continuous expansion of artistic creativity challenges viewers' perspectives, enhances aesthetic appreciation, and encourages rich connections between art, society, and individual experiences. Thus we can incorporate from this that without creativity we cannot actually frame an art, hence, creativity leads a person to an beautiful artistic life.**





**Raphael**, is held today as a master of form and composition. Although he died at just 37 years old, the Italian architect and painter left behind a vast body of work. He is primarily known for his Madonna Paintings, including his vivid Madonna in the Grass, as well as his large-scale mural, The School of Athens, which celebrates philosophy.

**Rabindranath Tagore** was a Bengali poet, writer, playwright, composer, philosopher, social reformer, and painter of the Bengal Renaissance. He reshaped Bengali literature and music as well as Indian art with subtle hint of modernism in the late 19th and early 20th centuries. His one of the most exclusive and famous book of poems of all time is “Gitanjali”.



# Students should Focus on Continuous Learning: Alumni

**Mohd. Sameer**

Developer at TCS

**How did your involvement in extracurricular activities at IMS Ghaziabad enhance your personal and professional growth, and what skills did you develop through these experiences?**

Participating in extracurricular activities such as organizing hackathon events, network clubs played a significant role in my development. These activities enhanced my leadership, teamwork, and time-management skills while teaching me the importance of networking and adaptability.

**What strategies did you employ to balance academic rigor with extracurricular pursuits, and how did this balancing act contribute to your overall success?**

Balancing academics and


**Alumni Corner**

extracurricular activities required effective time management and prioritization.

I scheduled dedicated time for studies and ensured that extracurricular commitments didn't compromise academic goals. This balancing act taught me discipline, the ability to multitask, and resilience, which have been instrumental in my personal and professional success

**How did IMS Ghaziabad's career resources and networks facilitate your transition into the workforce, and what impact did these resources have on your early career trajectory?**

IMS Ghaziabad's career



**RAMJAN**

resources, including [e.g., placement cell, workshops, or alumni networks], were invaluable in helping me transition into the workforce. Through their guidance, I secure a NIC internship. These resources helped me build a strong foundation in my early career, shaping my understanding of industry expectations


**As a seasoned professional what significant trends and shifts have you observed since completing your master's, and how can current students**

## CAREER CANVAS

# Navigating the Crossroads: Job or Higher Studies?

As you approach the final year of college, a major question looms: Should you enter the workforce or pursue higher studies? This decision often brings with it not just personal hopes and ambitions but also the expectations of family and society. Clarity is key, and making the right choice requires self-reflection, planning, and courage.

Before diving into any one path, take a moment to reflect on what truly resonates with you. It's important to understand that this choice is deeply personal, and one-size-fits-all advice does not apply here. Ask yourself some essential questions: What are your career goals? What excites you about each path? What are your long-term aspirations, and how does each option align with them? Sometimes, parents or peers may have a different vision for you, but it's vital to balance these expectations with your own aspirations.




**Dr. Deepa Goel**  
Professor & Head  
Career Development  
Centre

Don't be afraid to talk to your teachers, mentors, and professionals who have walked the paths you are considering. Their insights can provide a practical view of the challenges and opportunities in both work and further education. Building this understanding helps you map a clear, realistic path forward.

Most importantly, don't let fear hold you back. Studies show that 90% of our worries are "what ifs" that never come true; they exist only in our minds. Bold decisions often lead to unexpected growth, so if you find yourself drawn to one option, give it a try. Life is an adventure, and taking risks can be valuable in shaping your journey.


Have confidence in your choice, follow your heart with a clear mind, and don't let overthinking steal your momentum. Whatever decision you make, take it with conviction, because it's the path you choose to follow that ultimately matters.



### UPCOMING EVENTS

**Harshi Goel**


- **UN Climate Change Conference (COP30):** This global climate summit will take place on December 22, 2024, where world leaders will convene to discuss policies and actions regarding climate change.
- **The Nobel Prize Ceremonies:** On December 10, 2024, the Nobel Prizes will be awarded in Stockholm and Oslo to individuals and organizations in fields like Chemistry, Medicine, Literature, and Peace.
- **Las Vegas Bowl:** A major college football event featuring 10-12 teams, it will take place on December 21, 2024 in Las Vegas, marking one of the key matchups of the season.
- **Human Rights Day (December 10):** This global observance highlights the United Nations General Assembly's adoption of the Universal Declaration of Human Rights, focusing on progress in human rights protection
- **International Day for the Abolition of Slavery :** This day is aimed at eradicating modern-day slavery, focusing on issues such as human trafficking, forced labor, and child exploitation.
- **Christmas (December 25):** A widely observed religious and cultural holiday celebrating the birth of Jesus Christ, celebrated with numerous traditions across the world
- **2025 World Men Handball Championship (January 8 - February 2, 2025):** Taking place across Croatia, Denmark, and Norway, this major international event will bring together top teams from around the world.
- **2025 Winter World University Games (January 13-24, 2025):** Turin, Italy will host this winter sports event, featuring university athletes from around the globe.



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By Times School Survey - 2022

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## News Brief ...

### IMS Ghaziabad has been Honored with the IIRF Award

**Ghaziabad (IMS News Service ):** IMS Ghaziabad has been honored with the IIRF Education Impact Award 2025 for Leading B-School for Placement and Academic Excellence at the 7th Industry-Academia Skill Conclave, hosted by Education Post News (EPN) & Federation for World Academics (FWA) at Hyatt Regency, New Delhi. This award is a testament to our commitment to academic rigor and outstanding placement outcomes.

### IMS Ghaziabad Ranked among the Top 100 in Fortune India's list

**Ghaziabad (IMS News Service ):** A Proud Moment for IMS Ghaziabad. The institution has been ranked among the Top 100 in Fortune India's list of India's Best B-Schools, the institution is celebrating another milestone in the journey of excellence! This achievement fuels the mission to inspire innovation, nurture leadership, and deliver world-class education.

### Successful Completion of IIC Quarterly Council Meeting



**Ghaziabad (IMS News Service ):** IMS Ghaziabad proudly hosted the IIC Quarterly Council Meeting of the IMS Incubation Cell, uniting coordinators and members from the PGDM Batch 2023-25 & 2024-26. Dr. Prasoon M. Tripathi, PhD, Director, IMS, delivered an insightful speech on the significance of innovation in shaping a successful management career. Dr. Rudresh Pandey, Chairperson, IMS Incubation Cell, shared the achievements of the past year and unveiled the roadmap for next year's initiatives. Dr. Laxmi Pandey, Co-Chairperson, introduced the dynamic student team leading the charge for entrepreneurial activities.

### MSME Idea Hackathon 4.0



**Ghaziabad (IMS News Service ):** IMS Engineering College successfully closed the MSME Idea Hackathon 4.0, held at IMSEC. Participants presented their innovative ideas before a distinguished evaluation committee, and demonstrated their incredible creativity. The teams presented solutions of real-world challenges with fresh perspectives. The evaluation criteria for the MSME Hackathon 4.0 included several key factors to effectively assess the participants' projects.

### Session on Entrepreneurial Mindset

**Ghaziabad (IMS News Service ):** IMS Engineering College conducted an enriching and interactive session on "Entrepreneurial Mindset" organized by the Applied Sciences & Humanities Department under the aegis of the Institutions Innovation Council, benefiting students from all branches (MBA, MCA & B. Tech) of IMSEC. The session, led by the esteemed resource person Mr. M.V. Narayan, Director, N. K. Consultants, was highly commendable, fostering meaningful engagement. This session was also a part of IMSEC's ongoing efforts to accelerate the Technology Incubation Foundation (TIF-IMSEC) which is business incubator designed to support and nurture innovative enterprises and startups. The esteemed Director, Prof. (Dr.) Shailesh Tiwari, showed his unwavering support to this event. Event Coordinator was Prof. (Dr.) Savita Agarwal. The session ended with a thoughtful and sincere vote of thanks given by Dr. Sidharth Vats, President, IIC, IMSEC.

### Seminar and Master-Class on the Role of Biotechnology in Cosmetics

**Ghaziabad (IMS News Service):** Department of Biotechnology at IMSEC hosted a Seminar and master-class on the "Role of Biotechnology in Cosmetics". Dr. Shalu Agrawal, the Director and Cosmetic Formulator of Ark Cosmetics conducted the enlightening session. The event was coordinated by Dr. Shomini Parashar, Faculty, Department of Biotechnology and anchored by Ms.



Kirity Tyagi, B.Tech Biotechnology 4th year student. Dr. Shalu Agrawal shared her profound knowledge and insights on how biotechnology is transforming the beauty industry. Students learned about the innovative techniques to create more effective, sustainable, and personalized skincare and cosmetic products. The event was concluded by Dr. Ajay Kumar Sharma, Professor & Head of the Department of Biotechnology who expressed gratitude to Dr. Shalu Agrawal for her invaluable contribution to this enlightening session. He further thanked Director of IMS Engineering College, Professor (Dr.) Shailesh Tiwari for his continuous support to the department in conducting different co-curricular activities.

# Expert talk on Innovation in AI-Driven Product Development for Start-Ups

IMS News Service

**Ghaziabad:** On the occasion of National Entrepreneurship Day, the MCA Department at IMSEC organized an insightful expert talk titled "Innovation in AI-Driven Product Development for Start-ups". This event was conducted under the guidance of the Internal Quality Assurance Cell (IQAC) and Technology Incubation Foundation-IMSEC (TIF-IMSEC) and attracted an enthusiastic



audience of students, faculty, and industry professionals. The expert lecture was delivered by Mr. Aman Kumar Pandey, a Software Engineer at AM Digital



Consulting, who shared his profound expertise on how Artificial Intelligence (AI) is transforming product development for start-ups. During the session, Mr. Pandey elaborated on the

various AI-driven technologies such as Machine Learning, Natural Language Processing, and Computer Vision, providing valuable insights into how these can be leveraged to

drive innovation in start-ups. The session was met with great enthusiasm and engagement from the MCA students, who were eager to learn about the potential of AI in start-up ecosystems. The talk not only highlighted the significance of AI in product development but also empowered students with the knowledge to explore AI-driven solutions in their entrepreneurial ventures.

Our esteemed Director, Prof. (Dr.) Shailesh Tiwari, appreciated the efforts of the

organizing team for making the event a success. Prof. (Dr.) Kavita Saxena extended heartfelt gratitude to Mr. Aman Kumar Pandey for his informative and simplified approach to discussing complex AI concepts. The event was meticulously coordinated by Prof. Deepshikha Rai and Dr. Monika Nagar, alongside student coordinators Anjali Tyagi, Nitish Thakur, and Devrath Teotia, who ensured the smooth execution of the session.

## Code Lounge Event Organized



IMS News Service

**Ghaziabad:** Code Lounge - The IT Quiz Contest organized by CodeVita Club of Department of MCA at IMSEC. The quiz contest was based on IT fundamentals to showcase incredible talent and fierce competition. The contest started with the welcome address by Dr. Kavita Saxena HoD-MCA.

There were two rounds. In the first round, 50 questions were asked in 20 minutes. In the second round, there were 15 questions in 30 minutes.

The result was prepared by combining the scores of both the rounds in which Aditya Mishra got the first place, Neha Chaudhary got the second place and Prabhanshu got the third place. Our esteemed Director Prof. (Dr.) Shailesh Tiwari congratulated the whole organizing team. Mr. Nakul Rana, faculty coordinator and student coordinators Yash Shrivastav, Sachin, Twinkle Sharma, Nitish Kumar, Priyanshi Chauhan from MCAI Year for their tireless efforts.

## Prarambh-2K24: Celebrating Freshers at Engineering College



IMS News Service

**Ghaziabad:** IMS Engineering College, Ghaziabad, hosted Prarambh-2K24, a vibrant and welcoming day event for freshers. The celebration began with a traditional lamp-lighting ceremony and an inspiring address by our Director, Prof. (Dr.) Shailesh Tiwari, creating a heartfelt atmosphere of camaraderie and excitement. The day was filled with



memorable performances, including solo and group dances, and soulful singing, showcasing the talents of our diverse student body. The highlight was the crowning of Mr. and Miss Prarambh across programs, celebrating the individuality and charm of each winner.

## Urbanity Club Activity: Express-O-Meter

**Ghaziabad (IMS News Service ):** The Urbanity Club of IMS Engineering College, organized an exciting extempore competition, Express-O-Meter, for MBA first and second-year students on 25th November. The program began with a warm welcome by Dr. M.P. Singh, HOD MBA, in the presence of all faculty members, who extended their support throughout the activity. Under the guidance of Dr. Sapna Malik, Faculty Coordinator, and her enthusiastic student team, participants showcased remarkable spontaneity, creativity, and confidence. The event was a wonderful platform for students to enhance their public speaking and critical thinking skills.

## IMS Badminton Team from the Ghaziabad Zone Won the Gold Medal

IMS News Service

**Ghaziabad:** IMSEC is proud to announce that the girls' badminton team from the Ghaziabad zone has achieved a remarkable feat by winning the gold medal at the AKTU state-level tournament held at Shri Ram Swaroop Memorial College of Engineering and Management, Lucknow, on November 12-13, 2024.

The team, comprising Astha (ECE, 2nd year), Avika (CSE, 2nd year), Shiddhi (CSE, 3rd year), and Shreya Singh (CSE, 3rd year), displayed exceptional skills and teamwork to secure this prestigious honor,



along with certificates and a trophy. Additionally, Rashi (CSE-AIML, 2nd year) demonstrated remarkable strategic acumen, securing third place in chess at the

same event. Both teams have now qualified for the interstate tournament, reflecting their dedication, hard work, and passion for excellence.

## FDP on Elevating Learning Impact and Student Engagement

IMS News Service

**G h a z i a b a d :** I M S Ghaziabad recently conducted an outbound Faculty Development Program (FDP), 'Parishkar,' from November 22-24, 2024, at the scenic THDC campus in Rishikesh. Themed 'Elevating Learning Impact and Student Engagement,' the FDP aimed to enhance teaching strategies and foster student involvement. Thirty faculty members participated, benefiting from expert-led sessions by Dr. Anand Prakash and Dr. Somayajulu Garimella, who shared insights on



innovative assessment methods and active learning. Director Dr. Prasoon M. Tripathi emphasized the significance of such FDPs in promoting faculty cohesiveness and highlighted the importance of effective assessment practices. The serene environment encouraged

collaboration, introspection, and bonding, blending professional growth with personal rejuvenation. The program reaffirmed IMS Ghaziabad's dedication to academic innovation and holistic faculty development, setting a benchmark for future initiatives.

## IMSEC's CSI Student Branch Honored as Most Active Student Branch at CSI IT Excellence Awards 2024



IMS News Service

**Ghaziabad:** It is with great pleasure that IMSEC announced the remarkable achievement of the Student Branch at IMSEC of Computer Society of India Ghaziabad Chapter which



has been recognized as the most active student branch at the CSI IT Excellence Award Ceremony at the Lemon Tree Hotel, Delhi. This recognition marks a significant milestone in the branch's commitment to excellence and active engagement in the field of IT. Representing IMSEC, Dr. S. N. Rajan, Dean of

Academics, and Dr. Kavita Saxena, Head of the Department of MCA and Student Branch Coordinator (SBC) of the CSI Student Branch, proudly received the prestigious award. This accolade reflects the collective efforts and dedication of the entire IMSEC community.

Additionally, Ms. Anshika Srivastava earned the title of Most Active Student Member of SB-IMSEC, highlighting her exceptional contributions. Dr. Kavita Saxena also received special recognition for her sincere and ongoing efforts within the CSI Ghaziabad Chapter.

## A Workshop on Introduction to Machine Learning



**Ghaziabad (IMS News Service ):** CSE Department of IMS Engineering College, Ghaziabad, successfully organized a workshop on "Introduction to Machine Learning" for the 3rd Year students. The event, was held in collaboration with CETPA, was a resounding success, with active participation and enthusiastic engagement from the students. The workshop was conducted by Mr. Prateek,

expert trainer AI and ML at CETPA, who has more than 15+ years' Experience in his field, has trained thousands of students in the field of Machine Learning. With his extensive experience and expertise, Mr. Prateek provided the students with an in-depth understanding of Machine Learning and the essential skills required to thrive in the tech industry. The event was attended by more than 60 students.



## आईएमएस गाजियाबाद ने वाराणसी के शिक्षकों को पुरस्कार से नवाजा

(पेज 1 का शेष)

**आईएमएस न्यूज सर्विस**

कार्यक्रम का शुभारम्भ मुख्य अतिथि प्रो. डी.एस. चौहान (पूर्व कुलपति, उत्तर प्रदेश टेक्निकल यूनिवर्सिटी, लखनऊ) एवं आईएमएस गाजियाबाद यूनिवर्सिटी कोर्सेज केपस के निदेशक डॉ. अरुण कुमार सिंह द्वारा मौं सरस्वती की प्रतिमा के समक्ष पुष्प अर्पित कर किया गया। मुख्य अतिथि ने इस कार्यक्रम को साराहते हुए उपस्थित लोगों को शिक्षा के मायने बताये साथ ही शिक्षक के कर्तव्य को बताया। छात्र-छात्राओं को पढ़ाई के प्रति ईमानदार रहने के सलाह दी। कार्यक्रम में एम्बिशन अकादमी, एना मेमोरियल सेंट जॉर्ज स्कूल, बीकन स्कूल, डालिम्स सनबोम, डिवाइन सैनिक स्कूल, जी डी गोयनका स्कूल, गुरु नानक इंग्लिश पब्लिक स्कूल, हैप्पी मॉडल स्कूल, इम्पीरियल पब्लिक स्कूल, जागरण पब्लिक स्कूल, जय पब्लिक स्कूल, आर्किड इंटरनेशनल स्कूल के अलावा वाराणसी के 50 से ज्यादा स्कूलों के 400 से अधिक अध्यापकों को सम्मानित किया गया। आईएमएस के निदेशक ने उपस्थित छात्र-छात्राओं का उत्साहवर्धन करते हुए उनके उज्ज्वल भविष्य की कामना की। कार्यक्रम का संचालन डॉ. संध्या शर्मा द्वारा किया गया। कार्यक्रम का समापन उपस्थित जन का धन्यवाद कर किया गया।

## News Brief ...

### National Education Day Celebrated

**Ghaziabad (IMS News Service):** The Literary Club at IMS Ghaziabad (University Courses Campus), in association with the National Service Scheme (NSS), organized a memorable event to celebrate National Education Day at Primary School, Mehrauli Village, Ghaziabad. This occasion commemorated the birth anniversary of Maulana Abul Kalam Azad, the first Minister of Education in independent India and a distinguished scholar and freedom fighter. Under the same the Students of Literary Club and National Service Scheme (NSS), conduct the activity named Empowering Dreams.

### Green Heartfulness Run Organized

**Ghaziabad (IMS News Service):** The Green Heartfulness Run was successfully organized at the Habitat Centre, Indirapuram, Ghaziabad. The event was supported by Fit India and the Ministry of Youth Affairs & Sports, aiming to promote health, fitness, and environmental awareness. IMS Ghaziabad University Courses Campus was a sponsoring partner for this event. The day began with an energizing warm-up session, followed by the official flag-off. The event featured three categories: a 10 km and 5 km timed run equipped with tracking chips and a 3 km fun runs, catering to a diverse range of participants. Notably, 40 students from IMS Ghaziabad University Courses Campus participated in the event, showcasing their enthusiasm and commitment to fitness.

## PLAY TO LEAD: Exploring Management Tricks Through Games

**IMS News Service**

**Ghaziabad:** On the occasion of Children's Day, the Big Ideas Club at IMSUC organized an event named "Play to Lead: Exploring Management Tricks Through Games". The main objective of this event was to test student's knowledge and analytical skills in a fun way. The game was divided into 4 parts: i) Blind Folded, ii) Branding Game, iii) Alphabet Glass iv) Busting Balloon. In a series of team-building activities, 15 students faced four tasks. Task 1: Blindfolded, one student is to direct another team mate to follow the path and complete the game on time so it's a team game in which navigating an obstacle course using only verbal guidance, eliminating 8 teams. Task 2: Busting Balloon, involved 7 teams popping balloons with their bodies, with 6 teams advancing. Task 3: Brand Logo Game, required identifying blurred logos; all 5 teams progressed. Task 4: Alphabet Glass, involved collecting alphabet letters from the wall of glass and arranging them in ascending order, combining creativity and precision in a final collaborative effort.

## Industrial Visit to Yakult Danone India

**IMS News Service**


**Ghaziabad:** Industrial visit to Yakult Danone India Pvt. Ltd., located in Sonapat, Haryana, was organized by The Department of Management, IMSUC. The visit aimed to provide insights into the manufacturing, quality assurance, and operational processes of a leading probiotic beverage company. Yakult Danone India Pvt. Ltd. is a joint venture between Yakult Honsha, a Japanese company renowned for its expertise in probiotics, and Danone, a French multinational with expertise in dairy products and nutrition. The company was established in 2005 and is headquartered in Gurgaon, Haryana, India. Its primary product is the Yakult probiotic drink, which promotes gut health and overall wellness. The visit commenced with a comprehensive presentation that detailed the history and advantages of Yakult, a probiotic drink that promotes gut health. Following the presentation, the students were given a guided tour of the machinery sector, including the packaging process. This hands-on experience allowed them to witness the meticulous attention to detail and the stringent quality control measures employed by the company. The visit to Yakult Danone, Sonapat, was an invaluable learning experience that helped the students bridge the gap between theoretical knowledge and practical application.

## Workshop on Film Production Process

**IMS News Service**

**Ghaziabad:** The Department of Journalism and Mass Communication, in collaboration with the prestigious Film and Television Institute of India (FTII), Pune, organized a two-days short course titled "Introduction to Film Production Process" on 18th and 19th November 2024. The workshop was facilitated by Prof. Milind Damale, an Associate Professor at FTII Pune, known for his extensive expertise in film studies and production. The short course designed with aimed to provide students with a comprehensive understanding of the intricate stages involved in film production, fostering technical and creative skills essential for the industry. The first day laid the groundwork for understanding the pre-production and production phases. Prof. Damale delved into concept development, guiding students on how to transform raw ideas into compelling scripts. He elaborated on the art of budgeting and scheduling, emphasizing their critical role in ensuring seamless project execution. Participants gained insights into casting and location scouting, essential elements that breathe life into a story's vision. The second day took a deeper dive into the technical aspects of post-production. Prof. Damale explored sound design's pivotal role in amplifying the emotional resonance of a narrative. He also introduced the fundamentals of film editing, focusing on the importance of continuity and pacing in visual storytelling.






Kushagra Garg

### Bhool Bhulaiyaa 3

**Movie Name:** Bhool Bhulaiyaa 3 (A Spine-Chilling Laughter Fest or a Haunting Letdown?)  
**Release Date:** 1 November 2024 (India)  
**Director:** Anees Bazmee.  
**Distributed by:** T-Series Films  
**Based on:** A Story by Neeraj Pandey  
**Music by:** Pritam



"Bhool Bhulaiyaa 3" continues the franchise's tradition of blending comedy, mystery, and supernatural elements, with a thrilling twist. Kartik Aaryan reprises his role as Rooh Baba, bringing his signature charm and impeccable comic timing to the character. The film balances humour, suspense, and eerie moments while introducing a deeper emotional arc. The plot revolves around Rooh Baba returning to confront an even more dangerous spirit haunting an ancient palace in Rajasthan. The ghost this time is linked to a centuries-old curse that unravels secrets about Rooh Baba's past. The film features gripping sequences, from an intense treasure hunt inside the palace's labyrinth to an electrifying final showdown with the vengeful spirit. The storyline is tightly knit, with well-executed twists that keep audiences hooked till the end.

Kartik Aaryan's energetic performance and ability to switch seamlessly between comedy and drama. Furthermore, Tabu's special appearance adds gravitas and nostalgia, tying back to the first film. Stunning cinematography capturing the haunting beauty of Rajasthan's forts and deserts all these positives make "Bhool Bhulaiyaa 3" a perfect mix of humour and spine-chilling moments, reminiscent of the franchise's roots. Pritam's music, with catchy tracks and a soulful background score, enhances the film's mood.

Critical point of view states that the humour, while entertaining, occasionally feels repetitive. Some secondary characters are underutilized, lacking depth or relevance to the main plot. The climax, though visually spectacular, may feel a bit predictable for fans of the genre.

Overall verdicts summarize that "Bhool Bhulaiyaa 3" is a worthy successor in the franchise, delivering an engaging mix of laughs, thrills, and supernatural intrigue. It pays homage to its predecessors while carving out its unique identity. Fans of Kartik Aaryan and the Bhool Bhulaiyaa universe will find plenty to enjoy, and it leaves room for potential spin-offs or further sequels. The film's ability to strike a balance between nostalgia and novelty ensures it's a treat for audiences of all ages.

# हिंदी सिनेमा का वर्तमान: कहानी बनाम स्टारडम

यश राज

**भा**रतीय सिनेमा, विशेष रूप से हिंदी सिनेमा, वैश्विक फिल्म उद्योग में एक अद्वितीय स्थान रखता है। हालांकि, जैसे सिनेमा का दिल उसकी कहानी होती है, आज के हिंदी सिनेमा में यह पहलू कहीं खो सा गया है। अब फिल्मों में रोमांस, मारघाड़ और पुरानी घिसी-पिटी परंपराओं को अधिक महत्व दिया जाता है, जबकि सार्थक और प्रेरणादायक कहानियाँ बहुत कम देखने को मिलती हैं।

भारतीय सिनेमा के स्वर्णम युग को याद करें तो राजा हरिश्चंद्रका जिक्र अनिवार्य है। यह फिल्म 1913 में दादासाहेब फाल्के द्वारा निर्देशित भारत की पहली फीचर फिल्म थी, जिसने सिनेमाघरों में 114 सप्ताह तक धूम मचाई। इसके विपरीत, आज फिल्में दो सप्ताह से ज्यादा चल पाना मुश्किल हो गया है। सवाल उठता है कि क्या ऐसी फिल्मों का दौर समाप्त हो गया है?

आज के फिल्म निमाता प्रभावशाली कहानियों पर काम करने से कतराते हैं, क्योंकि उन्हें वित्तीय असफलता का डर है। इसके दो प्रमुख कारण दर्शकों का व्यवहार और वितरणकताओं की भूमिका है।



फिल्मों की सफलता दर्शकों पर निर्भर करती है। यदि दर्शक अच्छी फिल्मों को प्रोत्साहन नहीं देंगे, तो फिल्में कैसे चलेंगी? इसके अलावा, सिनेमा वितरणकताओं की भूमिका भी महत्वपूर्ण है। वे यह तय करते हैं कि कौन सी फिल्म को कितनी स्क्रीन मिलेगी, और अक्सर अधिक मुनाफा देने वाली फिल्मों को प्राथमिकता दी जाती है।



**हिंदी सिनेमा को उसकी पुरानी प्रतिष्ठा वापस दिलाने के लिए निम्नलिखित कदम उठाने जरूरी हैं :**

- **दर्शकों का समर्थन:** अच्छी फिल्मों को सिनेमाघरों में जाकर प्रोत्साहित करें।
- **वितरण प्रणाली में सुधार:** गुणवत्ता को प्राथमिकता दी जाए, न कि मुनाफे को।
- **फिल्म निमाताओं का आत्मविश्वास बढ़ाना:** निर्देशकों को सार्थक कहानियों पर काम करने के लिए प्रोत्साहित करें।

अगर ये बदलाव किए जाएं, तो भारतीय सिनेमा अपनी जड़ों की ओर लौट सकता है और मनोरंजन के साथ-साथ समाज को शिक्षित व प्रेरित करने वाली फिल्में दे सकता है।

**उदाहरण: 12<sup>th</sup> फेल: बनाम तेजस**

**2023 में हिंदी सिनेमा में दो फिल्में रिलीज हुईं:**

- **12<sup>th</sup> फेल:** विधु विनोद चोपड़ा द्वारा निर्देशित, जो संघर्ष और वास्तविकता पर आधारित एक कहानी थी।
- **तेजस:** सर्वेश मेवाड़ा द्वारा निर्देशित, एक हाई-बजट एक्शन फिल्म जिसमें कंगना रनौत मुख्य भूमिका में थीं।

**जहां 12<sup>th</sup> फेल:** ने मात्र ₹20 करोड़ के बजट में ₹69 करोड़ कमाए, वहीं तेजस ने ₹70 करोड़ के बजट के बावजूद सिर्फ ₹5 करोड़ की कमाई की। इसके बावजूद, बारहवीं फेल को सिर्फ 600 सिनेमाघरों में दिखाया गया, जबकि तेजस को ज्यादा स्क्रीन मिली।

वितरणकर्ताओं ने तेजस को ज्यादा प्राथमिकता दी क्योंकि इसमें स्टार पावर थी और उच्च कमीशन की संभावना थी। वहीं, 12<sup>th</sup> फेल जैसी कहानी प्रधान फिल्मों को नजर अंदाज कर दिया गया। यह प्रणाली गुणवत्तापूर्ण सिनेमा के विकास में बाधा डालती है और छोटे बजट की फिल्मों को दर्शकों तक पहुंचने से रोकती है।

# जलवायु परिवर्तन का टंड पर भी असर

**आभांशु द्विवेदी**

**नई दिल्ली।** भारत में अक्टूबर का पहला सप्ताह 120 साल में सबसे अधिक गरम रहा। भारतीय मौसम विभाग ने नवम्बर में गर्मी क अनुमान लगाया है और सर्दी का कोई संकेत नहीं है। अब तक तो भीषण गर्मी ने पूरी दुनिया का दिल दहला रखा था पर अब टंड ने भी लोगों की चिंता को बढ़ा रखा है। हर साल गर्मी ने तापमान का रिकॉर्ड तोड़ कर लोगों की नींद छीन ही रखी थी। हर बार टंड के आजाने से लोगों को राहत मिल जाती थी पर इस नवम्बर तक दिल्ली, या उत्तरीय भारत में टंड ने अभी भी पूरी तरह दस्तक नहीं दी है। मौसम विभाग की माने तो दिसम्बर में टंड आने की सम्भावना है। पर सवाल है कि आखिर ये टंड सिर्फ दो महीनों में ही क्यों सिमट रही है



और इसके क्या क्या नुकसान भुगतने पड़ेंगे?

आज कई कारणों से वैश्विक स्तर पर जलवायु परिवर्तन हो रहा है। इस साल अक्टूबर में भारत के कई इलाकों में भीषण बारिश हुई



जिसके कारण मौसम विभाग ने अक्टूबर को वेट महीना कहा और टंड में कमी आने का यह कारण हो सकता है। साथ ही भारत में दिवाली के व्यापक उत्सव के दौरान पिछले कुछ दिनों में देश के कई हिस्सों में

प्रदूषण के स्तर में उछाल दर्ज किया गया है जो की टंड के देर से आने का कारण हो सकता है। शीत ऋतु की शुरुआत में देरी का कारण भूमध्यरेखीय प्रशांत महासागर में तटस्थ अल नीनो की स्थिति का

लगातार बने रहना भी हो सकता है। वायुमंडल की उच्च स्तरीय गतिविधियाँ जैसे कि हवा कि दिशा में बदलाव भी टंड की देरी का कारण हो सकता है। वैश्विक तापमान में बढ़ोतरी से मौसम प्रभावित हो रहा

है। टंड में देरी के कारण किसानों को बड़ी परेशानियों का सामना करना पड़ सकता है। रबी की फसल कि बुवाई में देरी हो सकती है। मौसम में ऐसे बदलाव के कारण बीमारियों का खतरा बढ़ सक्ता है।

सर्दी, जुखाम और वायरल फीवर जैसी समस्यायें बढ़ेंगी। टंड के देरी से आने के कारण हृदय सम्बंधित बीमारियों का खतरा बढ़ जाता है। टंड के असमय आने से शरीर की साईकल में परिवर्तन आता है जिसके कारण अन्य घातक बीमारियों के होने की सम्भावना बढ़ जाती है। फिलहाल मौसम विभाग का कहना है कि दिसम्बर और जनवरी में अच्छी टंड पड़ने कि सम्भावना है परंतु हम सब को एहतियात बर्तने कि जरूरत है और पर्यावरण को बचाने के विचार में सोचने की आवश्यकता है।

## Sportify



**Shaurya Srivastava**

**IPL Mega Action: Franchises Shatter Records as Rishabh Pant Fetches Highest Bid.**

182 players were purchased over a span of two days, amounting to a staggering ₹639.15 crore. Rishabh Pant from LSG was the top purchase at an auction price of ₹27 crores. A total of ₹639.15 crore was exhausted over two days on a total of 182 players in the IPL 2025 mega auction at Jeddah, Saudi Arabia. Rishabh Pant, Shreyas Iyer, and Venkatesh Iyer made it to the list of top three purchases on the opening day, while the bowlers Bhuvneshwar Kumar and Deepak Chahar surprised everyone on day two by being mega gainers. Few like Marco Jansen and Tushar Deshpande bagged contracts. A mere 13-year-old Bihar boy named Vaibhav Suryavanshi became the youngest cricketer ever to secure an IPL contract with Rajasthan Royals.

**Max Verstappen Clinches his Fourth Consecutive Worlds Driver Championship in Red Bull**

Max Verstappen of Red Bull clinched his fourth consecutive world title to equal Sebastian Vettel's Red Bull record. Verstappen clinched the driver's championship by placing 5th at the Las Vegas GP on Saturday, 23 November. Max Verstappen has now won his fourth successive World Drivers' Championship after finishing in fifth place at the Las Vegas Grand Prix.

George Russell was on fire, finishing first to sustain his previous success at Mercedes this season. Carlos Sainz of Ferrari took third place on the podium. Verstappen once again extended his championship lead over Lando Norris, capturing the title in Race 22 of the season. Pierre Gasly and Alex Albon fell victim to these circumstances during the race, in which McLaren was affected by rear wing problems, thus hurting their chances in the Constructors' Championship contention with Ferrari and Red Bull.

**Jorge Martin Secures his First MotoGP World Title by Beating Defending Champion Francesco Bagnaia.**

Jorge Martin clinches his first MotoGP world championship in a touching race, sealing the win with steady performance. Jorge Martin clinched his first MotoGP World Championship by placing third in the Barcelona GP. Francesco Bagnaia, the race winner, fell short in points to overtake Martin. The emotional champion thanked his supporters and family, reflecting on his challenging journey to success. Martin's consistent performance throughout the season positioned him as a title favorite. Moving to Aprilia next season, he expressed shock and gratitude. Bagnaia ended the season with four wins in five races. The race relocation due to floods showcased solidarity and support, culminating in Martin's celebrated victory.

**Pep Guardiola has Signed a Two-Year Contract Extension with Manchester City**

Pep Guardiola, the manager of Manchester City, has agreed to a two-year contract extension that ties him to the club until 2027, according to the Premier League champions. Spaniard Guardiola has extended his contract with Manchester City, ensuring he will stay for another two seasons. Under his leadership since 2016, City has won six Premier League titles and one Champions League crown. Guardiola expressed his love for the club and his commitment to turning around their recent dip in form. City chairman Khaldoon Al Mubarak praised Guardiola's dedication and innovation, noting the positive impact on players and the English game.

## I met the moon last night....

She had just taken a bath And was putting away the cloud towels. I startled her, And she hid herself Behind one autumn leaf That had stayed on the branch, Stubbornly, even in spring. She glowed from behind the flimsy screen of the leaf, And I told her How you love to see me

In my sheer dresses. She laughed, and I loved it. I told her so, And she shared her secrets. We talked till late— The stars were yawning by the time We decided to say goodbye. I have told her your name, And she has told me All about the sun.



**Mugdha Jugran**



## इतिहास के कदम

### वैदिक काल की सामाजिक संरचना

**वै**दिक काल का समाज उच्च वैचारिक और तार्किक था जो हर सामाजिक व्यवस्था को विचार करके अपनाता था। समाज की वर्णों में विभाजित किया गया था जो कि कर्म पर आधारित था। इससे समाज का परिचालन आसान हो जाता था। समाज के ऐसे विभाजन के बावजूद परिवार का विभाजन नहीं था यहाँ संयुक्त परिवार प्रथा प्रचलित थी, लोग साथ रहने और मिलकर काम करने पर विश्वास रखते थे। लोगों के बीच संध्या नहीं थी जिसके कारण लोग साथ मिलकर खुशी से रहते थे लेकिन आज जमीन, धन आदि की लालच, घर के मुखिया बनने की लालसा के कारण ही लोग अलग रहने के विचार से सहमत होते हैं।

शहरीकरण भी आज परिवार के छोटे होने का प्रमुख कारण बन चुका है। वैदिक काल में समाज कि ऐसी व्यवस्था थी कि लोगों को काम उनके



रहने से उनके विचार भी सीमित हो जाते हैं। परिवार के दूसरे सदस्यों के न होने की वजह से बच्चों को कम मार्गदर्शन मिलता है। और वैदिक काल की सामाजिक संरचना ऐसी थी जिसके कारण पूरा परिवार इन मुश्किलों से बचा हुआ था। वैदिक काल की एक और खास बात है कि यहाँ का समाज पितृसत्तात्मक था अर्थात समाज में पुरुष ही निर्णय लेने के अधिकारी थे। इसके बावजूद स्त्रियों की शिक्षा एवं घर चुनने का अधिकार था। अस्पृश्यता, सती प्रथा, पर्दा प्रथा, बाल विवाह क प्रचलन नहीं था। विधवा विवाह, महिलाओं का उपनयन संस्कार, नियोग एवं अंतरजतीय विवाह प्रचलित था। इन बातों से निष्कर्ष निकाला जा सकता है कि आज के समाज में कुरीतियाँ और कमियाँ सही ज्ञान के भाव में हैं। इसके लिये आवश्यक है कि हम वैदिक काल से प्रेरणा लें और भारतीय ज्ञान परंपरा के अनुसार हम आज की पीढ़ी के लोगों को शिक्षित करें।