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# IMS TODAY

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## Are Reels Spoiling the Youngsters?

**Nandini Agarwal**

**New Delhi:** Social media is a form of mass media communication on internet where the audience shares information, ideas, thoughts and other content. Social media is continuously evolving, influencing almost every aspect of modern life, from personal relationships to global politics and has become very important. The average person spends 2h and 20 min on social media every day. However, teenagers and young adults spend more time on social media as compared to other age groups. This is very alarming situation for youngsters. It raises a genuine question whether short videos are spoiling the youngsters?

Half of the time is spent on mobile phones. According to a report, In mid-2023, it was estimated that almost 96 percent of the global digital population used mobile device to connect to the internet. Smartphones have revolutionized the way we communicate and have boosted our

Age Group	Percentage of Users of Instagram
13 to 17 years	8%
18 to 24 years	30.8%
25 to 34 years	30.3%
35 to 44 years	15.7%
45 to 54 years	8.4%
55 to 64 years	4.3%
65+	2.6%

**The Pros of Making Reels**

- Driving Traffic
- Promote Product
- Brand Awareness
- Wider Audience
- Hashtags

**The Cons of Making Reels**

- Time Consuming
- Privacy and Safety Concern
- Impact on Mental Health
- Copyright Issue
- Resource Intensive

productivity, allowing us to stay connected. In 2014, there were 1 billion smartphone users. Now, the number is nearly 5 billion and forecasted to reach 6 billion by 2027. There are currently over 7.2 billion smartphones worldwide—a

- According to 2023 data, people spend an average 3 hours and 50 minutes online on their smartphones every day.
- Mobile share accounts for 57.6% of daily internet time among users aged 16 to 64 worldwide.
- Daily time spend is 6.05h by Indonesia in 2023 and in India it is 4.77 hours.
- As of 2024, an estimated 4.88 billion people own a smartphone. That's an increase of 635 million new smartphone users over the past year alone (between 2023 and 2024).
- Number of smartphone users worldwide grew by 2.15x since 2020, adding 2.61 billion new smartphone owners over time.

number that's projected to increase in the coming years. The worldwide smartphone market grew a considerable 7.8% in Q1 2024 alone. The youngest adult age group features the highest proportion of smartphone users (94%). The next highest proportion of smartphone users are 30 to 49-year-olds (89%), followed by 50 to 64-year-olds (73%), and rounded off by the 65+ age group (46%).

As short-form video content becomes more popular in 2024, Instagram Reels has attracted millions of users who watch 17.6 million hours of reels daily.

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**Instagram Reels Statistics**

- Reels are used by 74% of Instagram users.
- Instagram has over 2 billion monthly users.
- 30.8% of the Reels users are between 18 and 24 years old.
- Instagram Reels have an average engagement rate of 1.23%.
- Reel's reach has declined by almost 50% since its launch.
- 58.2% of U.S. marketers will use Instagram Reels for influencer marketing in 2024.
- Marketers can reach 726.8 million users with Instagram Reels ads.
- 91% of the users consume content-based reels every week.

**AI ki Duniya**  
• Bhoomi Bansal

**A**rtificial Intelligence (AI) is rapidly changing the world we live in, making our daily lives easier and more efficient. From the smart assistants on our phones to the recommendation systems on our favourite streaming services, AI is everywhere, quietly working in the background to enhance our experiences. By analysing huge amounts of data, learning from it, and making decisions, AI is becoming an essential part of how we work, communicate, and entertain ourselves. Whether it's helping businesses improve their processes or protecting our online data, AI is at the forefront of innovation, and its impact on our lives is only set to grow.

**Recent AI Developments:**  
Intelligent Process Automation (IPA): This new trend combines AI with Robotic Process Automation (RPA) to help businesses operate more smoothly. Imagine a world where repetitive tasks at work, like filling out forms or sorting data, are done automatically by software 'robots.' IPA takes this a step further by using AI to handle even more complex tasks that involve understanding unstructured data, such as emails or images. This means businesses can save time, reduce errors, and focus on more creative and meaningful work. For everyday people, this can translate to faster customer service, better product recommendations, and smoother transactions.

**Enhanced Cybersecurity:** As more of our lives move online, protecting our personal data from cybercriminals becomes increasingly important. AI is playing a crucial role in this area by helping to detect and prevent cyber attacks before they can cause harm. Tools like AI-powered antivirus software and cybersecurity systems are designed to monitor our online activities and alert us if something suspicious is happening, such as someone trying to access our information. These tools gather data from various sources, including our communication networks and websites, and use AI to identify patterns and predict potential threats. This makes our online experiences safer, whether we're shopping online, using social media, or simply browsing the web.

### Transforming Education, Transforming Ourselves

**T**ransforming education means empowering learners with the knowledge, skills, values, and attitudes to be resilient, adaptable, and prepared for unprecedented innovations in remote learning by harnessing digital technologies. Global warming, the accelerated digital revolution, growing inequalities, democratic backsliding, loss of biodiversity, a devastating pandemic—the list goes on. These are just some of the most pressing challenges we are facing today in our interconnected world.

The diagnosis is clear: Our current global education system is failing to address these alarming challenges and to provide quality learning for everyone throughout life. We know that education today is not fulfilling its promise to help us shape peaceful, just, and

**Guest Editor of This Issue**

From the Editor's desk

**MS. SHILPA TYAGI**  
PRINCIPAL  
MPS PUBLIC SCHOOL

sustainable societies. It has never been more crucial to reimagine the way we learn, what we learn, and how we learn. The turning point is now. It is time to transform education. A new social contract for education must unite us around collective endeavors and provide the knowledge and innovation needed to shape a better world anchored in social, economic, and environmental justice. Transforming education requires a significant increase in investment in quality education, a strong foundation in comprehensive early childhood development and education, and it must be further underpinned by strong political commitment, sound planning, and a robust evidence base. As an educator, I would wholeheartedly and emotionally engage with the students and transform them to be skilled and ready to face the 21st-century challenges.

**• सोनल सतसंगी**

अनंत विजय एक ऐसा नाम है जो किसी नाम का मोहताज नहीं है। आज वह न केवल पत्रकारिता जगत की ख्यातनाम शख्सियत है बल्कि उन्होंने फिल्म जगत और लेखन के क्षेत्र में अपने काम का लोहा मनवाया है। आईएमएस गाजियाबाद (यूनिवर्सिटी कोर्सस कैम्पस) में एक कार्यक्रम में उनसे मेंट हुई। इस दौरान आईएमएस टुडे की रिपोर्टर सोनल सतसंगी ने उनसे विभिन्न मुद्दों पर विस्तार से वार्ता हुई। प्रस्तुत है बातचीत के प्रमुख अंश:

## समी को अखबार पढ़ना जरूरी: अनंत विजय

**आप हिंदी पत्रकारिता को कला, सिनेमा और संस्कृति के क्षेत्र में कैसे बदलते हुए देखते हैं?**

हिंदी सिनेमा में बहुत बदलाव आए हैं। अगर आप दादा साहब फाल्के के जमाने से देखें तो 100 वर्षों से अधिक की हिंदी फिल्मों की यात्रा है। हिंदी फिल्मों का जो आरंभिक काल है, वह भक्तिकाल है। हमारे जो स्क्रिप्ट्स हैं, उन सब पर फिल्में बनती थीं, आजादी के बाद जो फिल्में बनने लगीं, उसमें आईडियोलॉजिकल फिल्में बनने लगीं। उसके बाद 91 का दशक आया वहां जब इकोनॉमी खुली तो पूरी दुनिया खुली। हमारे सामने जिन फिल्मों में हीरो हीरोइन पेड़ के इर्द गिर्द नाचते थे, उनके कपड़े कम होते चले गए। हमारे देश में होता क्या है कि सिनेमा का अनुकरण लोग करने लगते हैं। लेकिन कालांतर में जैसे टेक्नोलॉजी बहुत उन्नत हुई फिल्मों की वीएफएक्स-जीएफएक्स इन सब चीजों में बहुत आगे चला गया। अगर आप देखें तो 2008-9 के बाद से हिंदी फिल्मों में



हमारे आस-पास की दुनिया दिखाई देने लगी 'जोर लगाकर हईशा'। इस तरह की फिल्में आई, जो हमें लगता है कि नेक्स्ट डोर स्टोरी थीं। गांव देहात की कहानी थी, लोग कहते हैं कि भारत कथा वाचकों का देश है। जो कथा थी हमारी वह भारतीय फिल्मों में प्रधान हुई है, तो स्क्रिप्ट्स से शुरू होकर और कथा तक की है। वास्तविकता तो यह है कि भारतीय फिल्म की बड़ी लंबी जर्नी का बहुत ज्यादा प्रभाव हमारे समाज पर पड़ा है।

**आपने कई किताबें लिखीं हैं। आप कश्मीर पर किताब लिख रहे हैं। पाठकों को अपनी आने वाली पुस्तक के बारे में कुछ बताइए?**

उस किताब पर मैं पिछले 3 साल से बहुत प्रयास कर रहा हूँ। बहुत सारी चीजें हो भी गई हैं। अनुच्छेद 370 हटाया कैसे, उसकी इनसाइड स्टोरी दूँद रहा हूँ। इसी को पूरा करना मेरा उद्देश्य है।

**सर्वश्रेष्ठ लेखन के लिए मिले स्वर्ण कमल पुरस्कार का आपके जीवन में क्या महत्व रहा है? इतने लंबे और सफल करियर में आपको हर रोज एक नए विषय पर लिखने की प्रेरणा कहाँ से मिलती है?**

राष्ट्रीय पुरस्कार मिलना सचमुच मेरे लिए बहुत गौरव की बात थी और वह मेरा पहला पुरस्कार था। इसके पहले कोई पुरस्कार या सम्मान नहीं मिला था। सीधे राष्ट्रीय पुरस्कार मिलना यह बड़ी बात थी, और उसके साथ थोड़ी सी मेरी एक्सपोजिचर बढ़ गई। मुझे लगता है कि थोड़ा मैं ज्यादा स्वीकार्य हो गया। जहाँ तक विषय की बात है जैसे भारत कथा वाचकों

का देश है, हमारे आस-पास बहुत विषय बिखरे हुए हैं। जरूरत इसकी है कि आप उस दिशा में देखना आरंभ करिए। मुझे अखबारों से समाज से विषय मिलते हैं और मैं कहीं कोई अतिरिक्त प्रयास नहीं करता हूँ।

**आपके कला, संस्कृति और सिनेमा के क्षेत्र में लिखे कॉलम्स दैनिक जागरण में काफी पसंद किए जाते हैं। आपके मुताबिक ऑडियंस को इनमें से सबसे ज्यादा क्या प्रिय है?**

फैक्ट्स! 14 साल से जो मैं स्तंभ दैनिक जागरण में लिख रहा हूँ, आज तक प्रति सप्ताह लिखाता हूँ। हर रविवार को प्रकाशित होता है। आज तक मेरे किसी लेख के किसी तथ्य पर उंगली नहीं उठी, यह मेरे लिए बहुत बड़ी बात है। पत्रकारिता में सबसे बड़ी चीज विश्वसनीयता होती है। अगर आपको पसंद करेंगे। मुझे लगता है कि समाचार-पत्र दैनिक जागरण की साख और उसमें मेरे स्तंभ की साख दोनों मिलकर लोगों के सामने जिस प्रकार से प्रमाणिक चीज पेश करते हैं, वह लोगों को पसंद आता है।

### इस बार भी आईएमएस गाजियाबाद के छात्रों ने मारी बाजी चौधरी चरण सिंह यूनिवर्सिटी मेरठ में मिला गोल्ड मेडल



**आईएमएस न्यूज सर्विस**

गाजियाबाद। आईएमएस गाजियाबाद लगातार नए-नए कीर्तिमान हासिल कर रहा है। इस वर्ष भी संस्थान के लक्ष्मी चरण सिंह कोर्सस में 14 छात्र-छात्राओं ने चौधरी चरण सिंह यूनिवर्सिटी मेरठ की परीक्षा में सबसे अधिक अंक प्राप्त कर यूनिवर्सिटी टॉप किया जिसमें 5 स्पर्ण, 4 रजत एवं 5 कांस्य पदक शामिल रहे। यूनिवर्सिटी में प्रथम स्थान पर रहे छात्र छात्राओं को गोल्ड मेडल से पुरस्कृत किया गया। ज्ञात हो की पिछले कई सालों से संस्थान के छात्र-छात्राएँ लगातार यूनिवर्सिटी टॉप करते आ रहे हैं। बीसीए की हिमांशी वाण्ये, बीजेएमसी की कीर्ति सेनी, बीएससी बायोटेक्नोलॉजी के लक्ष्यविरमानी,

बीएससी माइक्रोबायोलॉजी कीमीली वैश एवं मास्टर ऑफ इंटरनेशनल बिजनेस की छात्रा शिवांगी सिंहभारद्वाजने सर्वोच्च अंक प्राप्त कर यूनिवर्सिटी टॉप किया। सभी टॉपर्स को चौधरी चरण सिंह यूनिवर्सिटी मेरठ के 36 वें दीक्षा समारोह में उनके इस कीर्तिमान के लिए उत्तर प्रदेश की राज्यपाल आनंदीबेन पटेल एवं चौधरी चरण सिंह यूनिवर्सिटी मेरठ की कुलपति प्रो. संगीता शुक्ला ने विद्यार्थियों गोल्ड मेडल प्रदान कर सम्मानित किया गया। कार्यक्रम के दौरान संस्थान के निदेशक डॉ. अरुण कुमार सिंह, सभी विभागों के विभागाध्यक्ष एवं छात्र छात्राओं के माता-पिता उनके उत्साहबर्धन करने के लिए उपस्थित रहे। उन्होंने इस मौके पर हर्ष जताते हुए, छात्रों के उज्वल भविष्य की कामना की।

### Conference on Advanced Computing and Emerging Technologies



IMS News Service

**Ghaziabad:** The Ghaziabad Management Association organized an International Conference on "Advanced Computing and Emerging Technologies (ACET-2024)" in collaboration of IEEE UP and in association of AKGEC, at AKGEC, Ghaziabad.

Total 821 papers were received from all over India and abroad, namely, Uzbekistan, Iraq, China etc. and finally 148 papers were accepted were included in the conference proceedings or souvenir, ensuring their

wider dissemination and accessibility. The main objectives of this conference was : Advancements in green energy and computing, international platform for collaboration, promoting innovation, and addressing global challenges.

A total of 25 technical sessions were held over two days, covering a diverse range of topics related to advanced computing and emerging technologies. Over 100 delegates from industries, institutions & students attended the conference.

### Annual General Body Meeting

IMS News Service

**Ghaziabad:** Ghaziabad Management Association Conducted its 41st Annual General Body Meeting at Hotel Radisson Blu, Kaushambi, Ghaziabad.

This was attended by 53 persons including Council and Executive committee members.

- The actions taken on last MOM of 40th AGM held on 28th Sept 2023 were explained by Executive Director Mr Rahul Agrawal
- The annual report of activities was presented by CA Anil Agrawal, Hony. Secretary. 57 programs were conducted by GMA from Sept 2023 to July 2024.
- Mr. Shailendra Singh, Hony, Treasurer of GMA, presented the Annual Audited Accounts for the year ending 31st March 2024 along with its highlights. After discussion on some points and consequent clarifications, the same was unanimously approved.
- The President, Mr. SK Tiwari welcomed and addressed the members present.



of professionals were added in GMA family.

- The significant improvements in GMA web site were carried out
- Recertification of ISO 9001: Now it is valid up to June 2027.
- Cervical Cancer: Awareness, detection camps and vaccine were provided.
- 34th Annual National convention was organized.
- Membership cards were issued to GMA members which will benefit them in terms of discounts in hotels/restaurants, medical

diagnosis and doctors, grocery, apparel retailers.

► Subscription of membership fee has been revised w.e.f. August 1, 2024.

President also gave direction for next year:

- 2-3 Researches will be taken.
- Planning of Outdoor Activities: Badminton Tournament or Cricket Match for better interaction among GMA members.

The meeting ended with a vote of thanks by Sr. Vice President, Dr. T. R. Pandey.

### Session on Understanding Finance for Non-Finance



IMS News Service

**Ghaziabad:** Ghaziabad Management Association organized a session on "Understanding Finance for Non-Finance" at GMA conference room, RDC, Ghaziabad. Basic financial understanding helps in making better planning and budgeting for the business which will help in controlling and monitoring the business activity/process/ dealing in a better

and professional manner. Better understanding of financial implication helps in taking better and professional decision. Topics covered were: Understanding of Basic Accounting, Reading and Understanding Financial reports, Budgeting & Controls, Financial Analysis and Basic Taxation. The session was interactive and doubts were raised to clarify with discussions, engaging over 17 participants.

### MDP on Organizational Skills

IMS News Service

**Ghaziabad:** Ghaziabad Management Association organized a Management Development Program on "Organizational Skills" at AKGIM, Ghaziabad. The program started with Keynote address by Dr. Hemant Ahuja, Director, AKGEC. All the participants were divided into three teams and they were asked to throw & catch tennis balls among themselves. Dr. Ahuja explained concept of team building with this workshop. Resource person, Mr. Rajiv Goel deliberated on: 1.



Leadership - Qualities of a leader, Types, and effect on organization to be derived from practical situations. 2. Communication - The process, Barriers and types to be covered through demonstration. 3. Empathy-

Meaning and necessity for today's organizations. 24 Participants were totally involved and appreciated the method of explaining all the different skills required in organization with the help of games and workshops.

### Session on Personal Finance for Beginners

IMS News Service

**Ghaziabad:** The Ghaziabad Management Association organized a session on "Personal Finance for Beginners (Managing Money for a Better Future)" at Ram Chameli Chadha Girls College, Ghaziabad. The importance of personal finance, budgeting,



investing, types of investments. Smart spending tips were also given to them to start their financial journey. The students were advised to restrict

themselves from spot buying, used of credit cards, and any type of loans. The speaker was CA Devendra Arora. 70 Students, faculty and GMA members attended the session.

### Session Organized on "Powerful Memory: A Path to Success"

IMS News Service

**Ghaziabad:** Ghaziabad management Association organized a session on "Powerful Memory: A Path to Success" online at Zoom. The session started with understanding how memory plays a role in one's life. Speaker explained: Memory is all about LIFE (Law of association, Imagination, Faith, and Emotion). With the help of small games, it was explained how to remember planet through a sentence, History of

Mughals, how to deeply observe the items in room, how to remember calendar. The speaker also explained ways to remember by Vehicle method, Chain method, Key-run method, shape method, and way to remember the names. The speaker was Mr. Nilanajan Mukherjee, GM HR, Relaxo group. The session was fully interactive and speaker made participants to remember things with the help of games. More than 100 participants attended the session.

### जेकेजी इंटरनेशनल स्कूल में पिनाकल-2024 का आयोजन



आईएमएस न्यूज सर्विस

**गाजियाबाद।** विजयनगर स्थित जेकेजी इंटरनेशनल स्कूल में इंटर स्कूल कॉम्पिटिशन 'पिनाकल-2024' का आयोजन किया। इंटर स्कूल कॉम्पिटिशन 'में विभिन्न स्कूलों-महाराजा अमरसेन पब्लिक स्कूल, न्यू रेनो पब्लिक स्कूल,

आधारशिला ग्लोबल स्कूल, चौ. छबीलदास पब्लिक स्कूल, न्यू इरा स्कूल, सनवेली इंटरनेशनल स्कूल, के.आर. मंगलम वर्ल्ड स्कूल, डी.ए.वी पब्लिक स्कूल, सालवान पब्लिक स्कूल, जेकेजी इंटरनेशनल स्कूल, इन्द्रापुरम के सैकड़ों बच्चों ने भाग लिया। प्रतिभागियों ने अपनी प्रतिभा से सभी को मंत्रमुग्ध कर दिया। इंटर स्कूल



आईएमएस न्यूज सर्विस

कॉम्पिटिशन 'पिनाकल-2024' का उद्घाटन स्कूल के निदेशक डॉ. करुण कुमार गौड़ व प्रधानाचार्य अंजू गौड़ ने किया। डॉ. करुण कुमार गौड़ ने कहा कि इस प्रकार के आयोजन बच्चों की प्रतिभा को विकसित करने का सबसे अच्छा मंच साबित होते हैं। उनका आत्मविश्वास बढ़ता है तो जीवन की हर चुनौती पर विजय प्राप्त कर अपनी

मंजिल तक पहुंचने में सफल होते हैं। प्रधानाचार्य अंजू गौड़ ने कहा कि ऐसे आयोजन में बच्चे जब दूसरे स्कूलों के बच्चों से मिलते हैं तो उन्हें बहुत कुछ नया सीखने को मिलता है इसी के साथ उन्हें अपनी कमियों का भी पता चलता है। अतः बच्चों को इस प्रकार के आयोजन में अवश्य भाग लेना चाहिए।

### महर्षि दयानंद विद्यापीठ में भारत को जानो प्रतियोगिता का आयोजन

आईएमएस न्यूज सर्विस

**गाजियाबाद।** रविवार को महर्षि दयानंद विद्यापीठ गोविंदपुरम गाजियाबाद में भारत को जानो प्रतियोगिता का द्वितीय चरण आयोजित किया गया। जिसमें 12 विद्यालयों के 44 विद्यार्थियों ने प्रतिभाग किया था। जूनियर वर्ग में सेंट पॉल एकेडमी प्रथम, सरस्वती विद्या मंदिर नेहरू नगर द्वितीय, और संस्कार स्कूल तृतीय



स्थान पर रहे। सौनियर वर्ग में सेंट पॉल एकेडमी प्रथम स्थान,

विद्यापीठ तीसरे स्थान पर रहे। प्रतियोगिता में विजय टीम के विद्यार्थियों को विद्यालय की प्रधानाचार्या सीमा सेठी और भारत विकास परिषद की पदाधिकारियों, प्रांतीय चेयरमैन अतुल भार्गव, प्रांतीय सयोजक मुदित मोहन अग्रवाल, शाखा अध्यक्ष दीपक अग्रवाल ने सम्मानित किया। इस प्रतियोगिता में सभी प्रतिभाग करने वाले विद्यार्थियों को मेडल और सर्टिफिकेट प्रदान किए गए।

### श्रीकृष्ण जन्माष्टमी पर्व का आयोजन



आईएमएस न्यूज सर्विस

**गाजियाबाद।** राणा प्रताप हायर सेकण्ड्री स्कूल, लोहिया नगर गाजियाबाद एवं न्यू आर्यनगर स्थित ब्रांच किडजी कोव प्री स्कूल में श्रीकृष्ण जन्माष्टमी पर्व का आयोजन बड़े धूम-धाम किया गया। विद्यालय की संस्थापक डॉ. पूनम शिशोदिया ने कार्यक्रम का शुभारम्भ दीप प्रज्वलन कर किया।

जूनोषा ने अपनी माता जी के साथ बहुत सुन्दर नृत्य किया। बच्चों के साथ माताओं द्वारा भी इस अवसर पर सुन्दर प्रस्तुति दी गयी। विद्यालय की संस्थापक डॉ. पूनम ने सभी को श्रीकृष्ण जन्माष्टमी की बधाई दी साथ ही सभी से अपील की जन्माष्टमी मनाने के साथ उनकी शिक्षा को जीवन में धारण भी करें। उन्होंने बच्चों के प्रयासों को सराहना करते हुए कहा कि इस तरह के कार्यक्रम बच्चों में न केवल सांस्कृतिक और धार्मिक ज्ञान का संचार करते हैं बल्कि उन्हें आत्मविश्वास और सामूहिकता की भावना भी सिखाते हैं। बच्चों ने दही-हांडी का भी सुन्दर कार्यक्रम प्रस्तुत करते हुए हांडी फोड़ी। किडजी कोव प्री स्कूल की प्रधानाचार्या डॉ. निधि सिंह ने बताया कि ऐसे उत्सव न केवल बच्चों में नई ऊर्जा व स्फूर्ति प्रदान करते हैं बल्कि उन्हें अपनी संस्कृति व सभ्यता से जोड़कर भी रखते हैं।

Continued Page 1...

### Are Reels Spoiling the Youngsters?

Reels was launched as a response to the dedicated short-form video-sharing platform TikTok. Instagram Reels are receiving a great response from users, giving fair competition to its competitors. Reels are used by over 74% of Instagram users, and around 91% of users already consume video content on the platform. Over 140 billion reels are played on Insta every day. Social media is promoting more reels than other things. The number of Instagram users adopting Reels is increased by 12% within the 6-month survey period. People spend 50% of their time in watching reels. No authority has control over the content which is broadcast through short videos. So the ll type of content is consumed by youngsters also.

### The latest incident took place in Madhya Pradesh

An 11-year-old boy from Morena, Madhya Pradesh choked to death while filming a social media reel, reported TOI. The incident occurred when Parmar decided to enact a scene from social media. Even as Parmar was fighting for breath, his friends kept the camera rolling thinking it was part of the boy's act, recording his chilling last moments, noted the TOI report.

Moksha  
SCI-TECH WORLD

### Chandrayaan-3 data confirms the Moon was once covered by a vast magma ocean

**Data** from Chandrayaan-3 has confirmed that the moon was once covered by a vast magma ocean, as reported by ISRO in the journal, Nature. Magma oceans develop during the formation processes of terrestrial planets and certain lunar evolution. This discovery enhances lunar surface exploration and aids in identifying safe landing sites. Researchers propose that much of this magma solidified to form the moon's surface about 4.2 billion years ago, with supporting evidence found in the rocks and samples from the moon's northern hemisphere. Despite geographic differences, these samples show similar mineralogy and chemical composition.



### D-ID has launched an AI video translation tool with voice cloning and lip synchronization

**D-ID** has launched its AI Video Translate technology, which mimics a speaker's voice and synchronizes lip movements with translated speech. Available for free to subscribers, it supports 30 languages, including Arabic, Mandarin, Spanish and Hindi. It accommodates videos up to 5 minutes and 2GB. This tool enables content creators to produce multilingual videos easily and benefits educators by allowing course translations into multiple languages. Subscribers can access this feature in D-ID Studio for one month at no extra cost.



### An 'AI Scientist' is conducting its own experiments

A recent collection of research papers from the University of British Columbia's AI lab may seem unremarkable at first, but it is significant as it stems from an "AI scientist" developed in collaboration with the University of Oxford and Sakana AI. Professor Jeff Clune notes that while the ideas aren't groundbreaking, but they are intriguing. Current AI programs are limited by human-generated training data. Clune's lab has introduced an AI that autonomously creates AI agents, which outperform human-created agents in tasks like math and reading comprehension. The challenge now is to prevent these agents from exhibiting undesirable behaviour, with Clune acknowledging the potential dangers of this endeavour.





विश्वविद्यालयों की खबरें

Nandini Agarwal

# The Extracurricular Activities May Be Key to Success

## IIT Roorkee and CONCOR Collaborate to Advance Logistics through Research and Innovation

Indian Institute of Technology (IIT) Roorkee and Container Corporation of India Ltd. (CONCOR) has signed a Memorandum of Understanding (MoU) to drive innovation, research and capacity-building in logistics and supply chain management. The aim is to advance R&D in these critical sectors. The study will focus on optimizing the loading of Twenty-Foot Equivalent Units (TEUs) on double-stack trains, aiming to reduce container rail haulage costs and enhance inter-terminal movements via rail transshipment hubs. The MoU will strengthen the industry-academia collaboration.

## IIT Guwahati Signs MoU with TECC to Strengthen India-Taiwan Academic and Cultural Collaboration

Indian Institute of Technology Guwahati has signed a Memorandum of understanding (MoU) with Taipei Economic and Cultural Centre in India (TECC). The aim of MoU is to boost the culture, educational exchange and the crucial step is to create the bilateral relation between India and Taiwan through culture and educational learning initiatives. The teachers will lead Mandarin language courses throughout the semesters, enhancing students' language skills and cultural awareness, particularly for those pursuing internships and careers in Taiwan's semiconductor and aggrotech industries. IIT Guwahati will offer the necessary infrastructure to set up the Taiwan Education Centre on campus, where classes, seminars, and bilateral exchange programs will take place.

## VIT Ranked 2nd Best University in India by the Academic Ranking of World Universities Shanghai 2024

The Shanghai Ranking Consultancy has released the Academic Ranking of World Universities (ARWU) 2024. Amongst the 2,500 world institutions and more that were examined carefully, Vellore Institute of Technology (VIT) has been ranked as the 2nd best University in India. Along with being ranked as the 2nd best University in India, Vellore Institute of Technology has also ranked in the band of 501-600 in the World University rankings. The institute has witnessed significant growth in their 2024 Shanghai Rankings as compared to their band of 601-700 in 2022.

## IIT Delhi IHFC and AIIMS to Launch Medical Cobotics Centre in New Delhi

The I-Hub Foundation for Cobotics (IHFC), the Technology Innovation Hub of IIT Delhi, and the SET Facility of the All India Institute of Medical Sciences (AIIMS), New Delhi, have entered into a Memorandum of Understanding (MoU) to unite their expertise in engineering and medicine. This partnership aims to integrate cutting-edge technology and medical innovation, fostering collaboration between the two fields under one comprehensive initiative. The Medical Cobotics Centre (MCC), in partnership with AIIMS, will jointly conduct a range of activities designed for doctors, nurses, and students.

### Moksha

New Delhi: Although solid academic background is still essential, employers nowadays look for candidates who possess a variety of experiences that showcase important skills beyond what is learned in the classroom. In addition to academic achievements, employers value skills such as teamwork, communication, problem-solving, and adaptability, qualities that are often cultivated outside of traditional classroom settings. Participation in group projects or leadership roles in student organizations can highlight a candidate's ability to collaborate effectively with others and lead initiatives even extracurricular activities may be key to success.

University life extends far beyond just attending lectures. In addition to mandatory classes, students can explore a variety of extracurricular activities that foster personal growth and social connections.

These activities might include enrolling in an online coding class, participating in community service, joining a sports team, engaging in a club or performing arts group, starting a podcast or a website focused on artistic, cultural, or scientific themes, or even launching a business venture. What truly matters is not the scale of the activity,



but your commitment to it and your awareness of its impact on both yourself and the broader campus community.

Engaging in extracurriculars also allows you to gain valuable experiences that employers and scholarship committees appreciate. Whether you aim to enter the workforce or continue your education after graduation, having these activities listed on your resume can set you apart. While companies may not directly evaluate candidates based on the number of extracurriculars, the skills developed through these experiences—such as leadership, communication, and problem-solving—are exactly what employers look for in new graduates. These activities not only demonstrate your enthusiasm and dedication

but also equip you with essential skills for your future career.

Engaging in extracurricular activities offers a wealth of opportunities for personal growth. When you immerse yourself in activities that resonate with your interests, such as art or music, you not only cultivate your talents but also create meaningful connections with like-minded individuals. Joining a club can lead to the formation of friendships that are built on shared enthusiasm and creativity. These relationships can provide a supportive network that encourages collaboration and inspiration.

Moreover, participating in extracurricular activities can significantly enhance your self-awareness. As you engage with others who share your interests, you gain

insights into your own strengths and areas for improvement. Furthermore, participating in sports not only keeps you physically active but also promotes overall well-being.

Regular physical activity is linked to improved mental health, reduced stress levels, and increased energy. By stepping away from the pressures of the classroom and immersing yourself in sports or other extracurricular pursuits, you create a balanced lifestyle that nurtures both your mind and body. This holistic approach allows you to explore your unique understanding of the world, encouraging you to fully utilize your resources and potential.

While these activities are not a guaranteed pathway to success, they offer numerous benefits that can significantly enhance a student's profile.

### Extracurricular Activities

- Sports
- Cooking
- Pottery
- Reading Novels
- Foreign language
- Instrument playing
- Dance
- Painting
- Photography
- Yoga

### Benefits Of Extracurricular Activities

- Teamwork
- Reducing screen time
- Time management
- Verbal communication skills
- Networking
- Leadership
- Professionalism
- Fostering a sense of commitment
- Promoting an understanding
- Improving academic performance



Many employers actively seek candidates who have demonstrated involvement in extracurricular pursuits, as it often indicates a proactive attitude and a well-developed skill set. Networking opportunities that arise from these activities can also lead to internships, mentorships, and job offers, providing students with a competitive edge in the job market. While extracurricular activities are not a foolproof solution for achieving success, they are

undeniably important assets for students aiming to stand out. By thoughtfully engaging in activities that resonate with their passions, students can cultivate vital skills, showcase their diverse interests, and enhance their prospects for future employment.

Ultimately, these experiences contribute to a well-rounded education that prepares students not only for their careers but also for life beyond the classroom.



## Awareness About Typhoid

Arya Singh

New Delhi: Typhoid fever is caused by Salmonella typhi and is usually spread through contaminated food or water. To prevent typhoid, it is important to pay attention to hygiene and cleanliness of the environment. Always drink safe water, preferably bottle or intoxicant water, and do not add ice to drinks if you are not sure. Be careful with food, especially street food. Eat clean food and do not eat raw fruit or vegetables unless you can peel them yourself. Washing your hands frequently with soap and water, especially before eating and after using the

toilet, can reduce the risk of infection. Vaccination is also a good protection, especially for people traveling to areas where typhoid fever is endemic. Common symptoms include prolonged fever, headache, abdominal pain, and fatigue. Antibiotics are an important treatment, but prompt treatment is also important. Prolonged fever can cause dehydration, so it is important to stay hydrated. Follow-up with a doctor during the recovery period is important to prevent relapse, as some people may continue to develop the disease and others may need additional treatment to prevent infection.

# The Essential Dos and Don'ts for Navigating College Life Successfully

• Nimishka Mehta

New Delhi: College life is a journey of discovery, growth, and exploration, filled with new experiences, challenges, and opportunities. As you step into the exciting world of college, you're likely to feel a mix of emotions - excitement, nervousness, and anticipation. It's important that one stays aware about what to do and what not to do. To help you navigate through this significant transition, here is a comprehensive guide on the dos and don'ts of college life.



### Dos

- Attend Orientation:** Attending them would allow you to familiarize yourself with the campus, faculty, and classmates. This is of great value in adjusting to the new environment and starting to build some relationships.
- Set Goals:** Be clear about your academic and personal goals. This will help one to remain focused and motivated throughout the college career. Keeping your goals in mind will help you stay motivated and resilient through challenges.
- Make Friends:** Connect with the correct set of people

who share similar values, interests, and goals, they'll always guide you in the right direction and be your support system. **Get Involved:** Explore different clubs, societies, and extracurricular activities that will help you identify your interests and passions. By getting involved, you can enhance your college experience and give yourself an opportunity to make new friends. **Seek Help:** Don't be afraid to approach the professors, mentors, or friends for their guidance and support. Asking for help is a symbol

### Don'ts

- Procrastinate:** Avoid delaying tasks and assignments, as it can lead to stress and lower performance. Try to develop a habit of starting tasks early to stay ahead of deadlines.
  - Skip Classes:** Regular attendance is crucial for academic success and engagement. Skipping classes slows your understanding and academic performance.
  - Neglect Time Management:** Failing to balance academics and personal life can result in burnout. Effective time management is essential to maintain a healthy and productive college life.
  - Get Distracted:** It is important to minimize social media and other distractions during study hours. Staying focused during your dedicated study time will improve your efficiency and academic outcomes.
  - Compare Yourself to Others:** Focus on your journey and progress, rather than comparing yourself to others. Everyone has different paths, and personal growth is what matters the most.
- By following some of these essential dos and don'ts, one can easily make the most of their college experience. Remember to always stay curious, be adaptable, and enjoy the ride. College is a time for personal growth and exploration, so make the most of this exciting chapter in your life.

of strength and can significantly boost your learning and personal growth. **Take Care of Yourself:** Prioritize physical and mental health by maintaining a healthy routine. Regular sleep, balanced nutrition, and stress management are important for success.

## Sudoku

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

### Knowledge



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

## Solve Quiz No. 119

### For Students



- Which of these states of matter has the maximum density?
  - Solids
  - Liquids
  - Gases
  - None of the above
- What is the property of matter by which a body tends to regain its original configuration after the removal of deforming force known as?
  - Plasticity
  - Ductility
  - Elasticity
  - Malleability
- What is the force that is required to produce unit elongation in a wire known as?
  - Bulk Modulus
  - Thermal strain
  - Thermal stress
  - Force constant
- In which form is the work done in stretching a wire stored as?
  - Kinetic energy
  - Potential energy
  - Heat energy
  - Electrical energy
- What is the order of distance for interatomic forces to be active?
  - 10-7 meter
  - 10-8 meter
  - 10-9 meter
  - 10-10 meter
- What is the charge of a p-type semiconductor?
  - Positive
  - Negative
  - Neutral
  - None of above
- Deep black soil is productive due to high proportion of
  - Sand and zinc
  - Gravel and calcium
  - Clay and humus
  - Silt and earthworm
- What percent of area in the plain should be under forest?
  - 21%
  - 25%
  - 17%
  - 33%
- Upper part of sea/aquatic ecosystem contains
  - Plankton
  - Nekton
  - Plankton and nekton
  - Benthos
- What does the high Biological Oxygen Demand (BOD) indicates?
  - High level of Microbial Pollution
  - Low level of Microbial Pollution
  - Absence of Microbial Pollution
  - Water is fully pure

### Participation format

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

Answers (QUIZ-118) August, 2024 issue:  
 1 2 3 4 5 6 7 8 9 10  
 d a c c a c c d a c  
 Prepared By: Prof. Pradeep Kumar, Assistant Professor (AS&H)

सम्पादकीय

## महिलाओं का शोषण बंद हो

मलयालम फिल्मोद्योग में महिलाओं की स्थिति पर जस्टिस हेमा कोहली की रिपोर्ट, कोलाकाता में जूनियर डॉक्टर से दुर्कर्म व हत्या, महाराष्ट्र के बादलपुर में दो बच्चियों से यौन शोषण, अयोध्या में किशोरी से बलात्कार और महिलाओं से आए दिन होने वाली हेवानियत और अपराध कई सवाल पैदा करते हैं। सवाल यह है कि क्या आबादी मानी जाने वाली महिला आज भी उपेक्षित, शोषित और महज सेक्स टूल है? और अगर वह केवल सेक्स टूल नहीं है तो फिर अभी भी समाज में उसका बराबरी का दर्जा क्यों नहीं बन पाया? महिला की अस्मत् और प्रतिष्ठा से यह खेला क्यों? क्या भारत महिलाओं की सक्रिय भागीदारी के बिना विश्व की तीसरी सबसे बड़ी अर्थव्यवस्था बन पाएगा? ऐसा क्या किया जाना चाहिए कि महिलाओं को समाज में बराबरी का हिस्सा मिल सके? महिलाओं की इस स्थिति के लिए दोषी कौन है? कोलाकाता में जूनियर डॉक्टर से दुर्कर्म व हत्या के मामले में जमकर राजनीति छिड़ी हुई है। पश्चिम बंगाल सरकार का फोकस इस बात पर नहीं है कि इस भयावह अपराध में जिसकी भी सलिपता है, उनको पकड़कर सख्त सजा दी जाए, बल्कि इस मुद्दे पर विपक्षी दल क्या राजनीति कर रहे हैं, इस पर फोकस ज्यादा है। कमोवेश दूसरे दलों की भी कुछ ऐसी ही स्थिति है। इससे यह पता चलता है कि राजनीतिक दलों की मंशा महिलाओं के खिलाफ अपराधों को रोकने की जगह राजनीति में अधिक है। हाल ही में मलयालम फिल्मोद्योग में महिलाओं की स्थिति की पड़ताल के लिए बनाई गई जस्टिस हेमा कमेटी की रिपोर्ट का उल्लेख अत्यंत महत्वपूर्ण है। वर्ष 2017 में एक मशहूर अभिनेत्री ने अभिनेता और फिल्मकार दिलीप पर दुर्कर्म का आरोप लगाया था। तब इस पर केरल में काफी हो-हल्ला हुआ था, तो सरकार ने यह कमेटी बनाई थी। लेकिन 2019 में कमेटी द्वारा रिपोर्ट सौंपने के बाद भी सरकार ने उसे जारी नहीं किया था। केरल उच्च न्यायालय के आदेश के बाद जब 19 अगस्त को सरकार द्वारा इसे जारी किया गया, तब से वहां राजनीतिक भूचाल आ गया है। इसमें बताया गया है कि जैसे ही कोई स्त्री मलयालम फिल्मों की दुनिया में प्रवेश करती है, सबसे पहले काम देने के बदले उससे सेक्सुअल फेवर की मांग की जाती है। यदि वह ऐसा करने से मना करती है, तो उसे कहीं काम नहीं मिलता। हिंदी फिल्म उद्योग में भी कास्टिंग काउच की शिकायतें अधिकांश अभिनेत्रियां करती रही हैं। 'मी टू' के बाद बड़ी संख्या में अभिनेत्रियों ने इस बारे में बातें की थीं। वास्तविकता तो यह है कि दुनिया भर में फिल्मों में काम करने वाली स्त्रियों को शारीरिक व मानसिक शोषण से गुजरना पड़ता है। असल में

## हिंदी फिल्म उद्योग में भी कास्टिंग काउच की शिकायतें अधिकांश अभिनेत्रियां करती रही हैं। 'मी टू' के बाद बड़ी संख्या में अभिनेत्रियों ने इस बारे में बातें की थीं।

अभिनेत्रियों को यही डर सताता है कि यदि वे अपने शोषण के बारे में बोलेंगी, तो उन्हें फिल्मोद्योग में काम नहीं मिलेगा। दूसरी ओर हाल ही में प्रधानमंत्री नरेंद्र मोदी महाराष्ट्र के जलगांव में लखपति दीदी सम्मेलन में शिरकत की। वहां पर पीएम मोदी ने सम्मेलन के दौरान 2,500 करोड़ रुपये के एक कोष का भी एलान किया, जिससे करीब 4.3 लाख स्वयं सहायता समूहों को लाभ मिलेगा। प्रधानमंत्री ने पांच हजार करोड़ रुपये के बैंक ऋण भी वितरित किए। इसी संदर्भ में मैं एक संस्था 'द नन इस्टीमेटेड' द्वारा तैयार 'श्रम बल भागीदारी रिपोर्ट' की चर्चा करूंगा। भारत का लक्ष्य 2047 में विकसित भारत बनने का है। उसे तब तक 30 ट्रिलियन अमेरिकी डॉलर की अर्थव्यवस्था बनना है, ऐसे में इस उपलब्धि को हासिल करने के लिए इसे अपनी महिला श्रम बल भागीदारी में वृद्धि करने की जरूरत है। रिपोर्ट के अनुसार वित्तीय वर्ष 2047 तक भारत को अपनी वर्तमान महिला श्रम बल भागीदारी दर 37 प्रतिशत से लगभग दोगुना करके 70 प्रतिशत तक पहुंचाना होगा। आज हमें यह भी समझना होगा कि आज भारतीय नारी अबला नहीं रही। उसने जीवन के हर क्षेत्र में अपने काम का लोहा मनाया है। इसलिए उसे अपनी भागीदारी बढ़ाने के लिए कदम अनवरत आगे बढ़ाने होंगे। सही मायने में महिला की स्थिति में सुधार पुरुष की सोच में बदलाव लाकर ही किया जा सकेगा और इसके लिए जरूरी है कि देश की राजनीति और ब्यूरोक्रेसी में महिला की सशक्त उपस्थिति हो। जिस दिन ऐसा हो जाएगा, भारत में महिला सशक्त हो जाएगी।

## Importance of Language in Relationship Building

Bilingualism, or the ability to speak two languages fluently, plays a significant role in building and enhancing relationships. Bilingual individuals can communicate with a broader range of people, breaking down language barriers that might otherwise hinder relationship building. This ability fosters inclusivity and understanding, allowing for deeper connections with people from different linguistic backgrounds. Cultural Awareness and Sensitivity: Being bilingual often comes with an understanding of multiple cultures. This cultural awareness helps individuals navigate social norms and customs more effectively, fostering respect and empathy in relationships. It allows for more meaningful interactions and reduces the likelihood of cultural misunderstandings.



Arya Gaur

Bilingual individuals often feel more connected to their cultural heritage and community, which can enhance their social networks and support system.

strong, supportive relationships. In professional settings, bilingualism can be a significant asset. It facilitates better teamwork, negotiation, and leadership by enabling clear and effective communication across diverse teams. Bilingual professionals can bridge gaps between different linguistic groups, fostering collaboration and mutual respect. Bilingualism has been linked to various social and psychological benefits, including improved mental health and a greater sense of belonging. These benefits contribute to more positive and fulfilling relationships. Bilingual individuals often feel more connected to their cultural heritage and community, which can enhance their social networks and support system. Bilingual individuals are often more adaptable and open to learning new things. This adaptability is beneficial in relationships as it allows individuals to navigate changes and challenges more effectively. It also fosters a growth mindset, encouraging continuous improvement and mutual support in relationships. Bilingualism significantly enhances relationship building by improving communication, fostering cultural sensitivity, and enhancing cognitive and emotional skills. These benefits contribute to more meaningful, respectful, and supportive relationships, both personally and professionally. Embracing bilingualism can lead to richer, more diverse interactions and a deeper understanding of the world and the people in it.

# Should India Worry about Monkeypox Virus?



Dr. Umesh Kumar

India, like any other country, should be cautious about monkeypox, especially given its potential to cause outbreaks. However, whether it should worry depends on several factors, including the extent of the spread, public health preparedness, and existing healthcare infrastructure.

Monkeypox, a viral zoonotic disease, has garnered global attention due to its potential to cause outbreaks in humans.

First identified in 1958 among monkeys kept for research, the virus was named "monkeypox." However, rodents are now considered the primary reservoirs.

India, like any other country, should be cautious about monkeypox, especially given its potential to cause outbreaks. However, whether it should worry depends on several factors, including the extent of the spread, public health preparedness, and existing healthcare infrastructure. Here are some key considerations for India:

Monkeypox was primarily confined to Central and West Africa, but recent outbreaks have been reported in non-endemic countries, raising concerns about global spread. With international travel resuming after the COVID-19 pandemic, the risk of importing cases to India cannot be overlooked. Vigilant surveillance at airports and ports of entry is essential.

Monkeypox can spread through close contact, including with infected individuals, bodily fluids, respiratory droplets, or contaminated objects. This mode of transmission is particularly concerning in densely populated countries like India. India's large population and urban density could facilitate the spread of monkeypox if introduced, making it important to



contain any potential outbreak swiftly.

India's healthcare system has experience in managing infectious diseases, including the recent COVID-19 pandemic. However, the country's healthcare infrastructure varies significantly between urban and rural areas. Ensuring that healthcare facilities are prepared to identify, diagnose, and treat monkeypox is crucial. This includes training healthcare workers, providing necessary diagnostic tools, and maintaining adequate stockpiles of vaccines and antiviral medications.

India has a history of successful vaccination campaigns, such as the eradication of smallpox and polio. Given that the smallpox vaccine offers cross-protection against monkeypox, India could consider stockpiling or acquiring vaccines like ACAM2000 or MVA-BN for high-risk groups. Access to antiviral medications like tecovirimat is also an important consideration for

treating severe cases, especially if an outbreak were to occur.

Educating the public about monkeypox symptoms, transmission, and prevention is essential to prevent panic and ensure early detection. Public health campaigns can help inform citizens about the importance of reporting symptoms and seeking medical care promptly. Addressing misinformation and ensuring clear communication from health authorities can help maintain public trust and compliance with preventive measures.

India's disease surveillance network should be on high alert for monkeypox cases, especially in regions with high international travel. Strengthening surveillance systems can help detect cases early and prevent the spread of the virus. Preparedness plans, including isolation protocols, contact tracing, and vaccination strategies, should be in place to respond to potential cases quickly.

While there is no immediate cause for alarm, India should remain vigilant about monkeypox. The risk of a widespread outbreak in India is low if proper preventive measures are implemented, but the country must be prepared to respond swiftly to any cases that do arise. Proactive public health efforts, coupled with robust surveillance and preparedness, can ensure that India manages the risk of monkeypox effectively.

## आखिर कब होगी सशक्त महिला ?

# बड़ी कठिन है डगर सशक्तिकरण के पनघट की

महिला सशक्तिकरण एक सशक्त आंदोलन है, जिसका उद्देश्य महिलाओं को अधिकार प्रदान करना और उन्हें सशक्त बनाना है। लेकिन इस नेक पहल के पीछे कुछ ऐसी नकारात्मक बातें भी छिपी हुई हैं, जिनसे अधिकांश लोग अनजान हैं। महिला सशक्तिकरण का मतलब है, महिलाओं को ताकतवर बनाना और उन्हें उनके हक दिलाना। यह एक बहुत अच्छा और जरूरी काम है, लेकिन इसके पीछे कुछ ऐसी मुश्किलें हैं, जिनके बारे में कम लोग जानते हैं। कोलाकाता में जूनियर डॉक्टर से दुर्कर्म व हत्या के मामले में जमकर राजनीति छिड़ी हुई है। कोलाकाता सरकार का फोकस इस बात पर नहीं है कि इस भयावह अपराध में जिसकी भी सलिपता है, उनको पकड़कर सख्त सजा दी जाए, बल्कि इस मुद्दे पर विपक्षी दल क्या राजनीति कर रहे हैं, इस पर फोकस ज्यादा है। कमोवेश दूसरे दलों की भी कुछ ऐसी ही स्थिति बनी हुई है। इससे यह पता चलता है कि राजनीतिक दलों की मंशा महिलाओं के खिलाफ अपराधों को रोकने की जगह राजनीति में अधिक है। फिल्म उद्योग में महिलाओं की स्थिति की पड़ताल के लिए बनाई गई जस्टिस हेमा कमेटी की रिपोर्ट। वर्ष 2017 में एक मशहूर अभिनेत्री ने अभिनेता और फिल्मकार दिलीप पर दुर्कर्म का आरोप लगाया था। तब इस पर केरल में काफी हो-हल्ला हुआ था, तो सरकार ने यह कमेटी बनाई थी।



लेकिन 2019 में कमेटी द्वारा रिपोर्ट सौंपने के बाद भी सरकार ने उसे जारी नहीं किया था।

केरल उच्च न्यायालय के आदेश के बाद जब 19 अगस्त को सरकार द्वारा इसे जारी किया गया, तब से वहां राजनीतिक भूचाल आ गया है। इसमें बताया गया है कि जैसे ही कोई स्त्री मलयालम फिल्मों की दुनिया में प्रवेश करती है, सबसे पहले काम देने के बदले उससे सेक्सुअल फेवर की मांग की जाती है। यदि वह ऐसा करने से मना करती है, तो उसे कहीं काम नहीं मिलता।

इसके अलावा गाँवों में, जहाँ अभी भी पुरानी सोच हावी है, महिलाओं को आगे बढ़ने में कई तरह की रुकावटों का सामना करना पड़ता है। जब महिलाएँ अपने अधिकारों की बात करती हैं, तो कई बार उनके परिवार और समाज के लोग उनके

खिलाफ हो जाते हैं। इसके कारण, उन्हें समाज से अलग कर दिया जाता है, या उनके साथ बुरा बर्ताव किया जाता है, जिससे उनका जीवन और मुश्किल हो जाता है।

इसके अलावा, सरकार और कंपनियाँ कई बार महिला सशक्तिकरण के नाम पर कार्यक्रम तो शुरू करती हैं, लेकिन उन्हें सही तरीके से लागू नहीं करतीं। जैसे, महिलाओं को नई चीजें सिखाई जाती हैं, लेकिन उन्हें काम देने के लिए कोई ठोस योजना नहीं बनाई जाती। इस वजह से, महिलाएँ कुछ सीखकर भी उसका फायदा नहीं उठा पातीं। ज्यादातर ध्यान शहरों पर दिया जाता है, और गाँवों की महिलाओं को नजर अंदाज कर दिया जाता है।

कुछ कंपनियाँ महिला सशक्तिकरण का इस्तेमाल सिर्फ अपनी छवि सुधारने के लिए करती हैं, बिना यह सोचे कि इससे महिलाओं की जिंदगी में कोई बड़ा बदलाव आएगा या नहीं। यह सब दिखावे के लिए होता है, जबकि महिलाओं की असली समस्याएँ वहीं की वहीं रह जाती हैं।

इन समस्याओं को समझकर ही हम महिला सशक्तिकरण को सच्चे अर्थों में सफल बना सकते हैं। हमें यह ध्यान रखना होगा कि यह केवल दिखावा न हो, बल्कि हर महिला की जिंदगी में सच में सुधार लाने वाला हो। तभी असली बराबरी हासिल की जा सकेगी।



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महिला सशक्तिकरण का मतलब है, महिलाओं को ताकतवर बनाना और उन्हें उनके हक दिलाना। यह एक बहुत अच्छा और जरूरी काम है, लेकिन इसके पीछे कुछ ऐसी मुश्किलें हैं, जिनके बारे में कम लोग जानते हैं।

# Success Story : Falguni Nayar

It's 2024 and there's no better time to be inspired! Women are slaying it in every single field, from sports to businesses, name it and we are the queens.

April 2012, at the age of 50 she founded Nykaa with \$2 million of her own money Nykaa was worth \$2.3 billion as of 2021 bringing Nayar's net worth to an estimated \$1.1 billion. Nayar is one of two self-made female Indian billionaires, the other being Kiran Mazumdar-Shaw. Nykaa listed at \$13 billion valuation on 10 November 2021. Soon after Nykaa went public, Nayar became the wealthiest self-made Indian woman, with her net worth rising to \$6.5 billion. In 2022, Nayar made her debut in the Forbes India Rich List at rank 44.

## Falguni Nayar

Falguni Nayar Founder and CEO of Nykaa, a beauty and wellness e-commerce platform and currently the most popular businesswoman in India. Falguni Nayar is India's richest self-made women entrepreneurs. At the age of 50, when most people are planning to quit the workforce and retire. Falguni



Ritu Goswami

Nayar quit her job in investment banking to trade on the path of her entrepreneurial journey with Nykaa.

She is a mother and a wife who has successfully realized her dream of becoming a businesswoman. Her journey began with the inception of Nykaa, which has now become a leading name in online shopping for makeup and skincare products. However, this was not always the case. A decade ago, in 2012, the Indian beauty market lagged its global counterparts. Although there was a growing demand for high-quality products, the existing market players struggled to fulfill consumer expectations.

Nykaa is an Indian e-commerce company headquartered in Mumbai. It

sells beauty, wellness and fashion products through its website, mobile app, and over 100 physical stores. In 2020, it became the first Indian unicorn startup headed by a woman.

Nykaa sells products which are manufactured in India as well as internationally. In 2015, the company expanded from online-only to an omnichannel model and began selling products apart from beauty. As of 2020, it retails over 2,000 brands and 200,000 products across its platforms

## Growth and Success of Nykaa Founder

Leaving a job at 50 to start a venture is risky, but for Nykaa's Owner/CEO, this well-calculated risk also turned out in

her favor. Falguni Nayar's success story has made headlines not only because of her commendable risk-taking abilities but also because of the exponential growth that Nykaa has made. This brand has come a long way from selling merely 100 orders in the first year.

It was not before 2015 that Nykaa brought its line of cosmetic and beauty products into the market. The products became an instant hit! Within four years, the company was successful in becoming one of the mightiest e-commerce platforms in India.

## First Woman Unicorn of India

In 2020, Nykaa became the first-ever Unicorn in India, initiated and led by a woman! While the Covid era came as a little setback to the business, in the aftermath of the pandemic, the company bounced back stronger than ever. It emerged as a top player and launched its first outlet in Delhi.

In her interview with Mint, Falguni Nayar, expressed that she wished to serve the interests of all stakeholders. She also added that she envisions making Nykaa a leading retail player in the industry.

# Importance of Moral Education and Values

Sonal Satsangi

**New Delhi:** The values and experiences we encounter during our childhood often shape who we become and how we perceive the world. The situations we face early in life leave a lasting impact, influencing our perspectives and actions throughout our lives.

Let me tell you a story about a boy named Rohan, who grew up in a household where his parents consistently taught him about equality, respect, kindness, being helpful, and supporting the right side, both in words and action. One day at school, he watched his classmates cracking inappropriate jokes towards a girl. Remembering his values, he took a stand for that girl, spoke up and told his classmates how unacceptable their behaviour was, and explained to them the importance of equality and respect towards

everyone. Arjun not only put a stop towards the inappropriate behaviour but he also empathized with that girl and made her feel safe.

This example shows us how important it is to instil moral values in children. Moral education plays a vital role in character building. Moral education refers to teaching about rights and wrongs, principles, values, ethical decision-making, and a sense of responsibility towards each other.

This can be effectively delivered to children in both schools and colleges through a structured approach, which will help minimize the risk of injustice and inequality in society and assist individuals in becoming better people.

- ▶ By providing dedicated moral education classes.
- ▶ By using stories and literature that talk about all this stuff.
- ▶ Through mission and vision which can be reflected in the policies, practices, and daily



## Efforts that could make a meaningful impact on society

The moral values we instil in our children stay with them throughout their life and will make a profound impact on their character and behaviour. How early exposure to moral education, emphasizing equality, respect, and kindness can empower individuals to stand up against injustice and support those in need. Lastly, be an aware citizen, be vocal about injustice, and spread awareness which can contribute to building a better space for everyone to live in, it will minimize the risk of injustice for sure

- interactions.
- ▶ Through a code of conduct that promotes respect, kindness,
- responsibility, equality, etc.
- ▶ Through classroom discussions and
- recognition programs, we can reward those who set a good example.
- But even after the right**

perception and values, encountering injustice is much more challenging, so how can we act in that situation:

- ▶ Act calmly and observe the situation - Think before taking any decision. Be careful while addressing any situation by making sure you are in a safe position to respond.
- ▶ Use the correct tone and respectful language while addressing the situation so as not to cause any trouble.
- ▶ Support the victim - It is equivalent to standing with them and listening to them.
- ▶ Report to officials - You can report through various mediums such as police stations, organizations, online reporting portals, social media platforms, child protection services, etc.
- ▶ Encouraging others to help - People can speak about it through rallies, protests, and awareness campaigns.

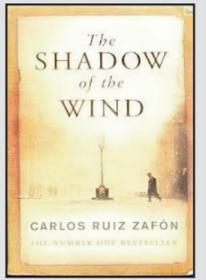


## BOOK NOOK

**BOOK – The Shadow of the Wind**  
Mugdha Jugran

**The Shadow of the Wind**  
Author - Carlos Ruiz Zafon  
Published: January 1 - 2005  
By Penguin Books.  
Rating - 4.30 stars

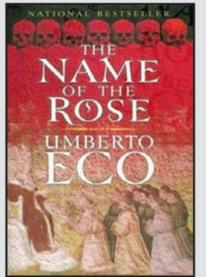
Daniel, a young child, is brought to the cemetery of forgotten books by his father, where he is instructed to rescue a book that he will have to look after. He chose a book—or perhaps the book chose him—that moves him, piques his interest in reading, and entangles him with the fate of the book and its author's lives for all time. The eccentric writer passed away penniless, but now someone is looking for the last copies of his unpublished books to burn. Daniel sets out to uncover the mystery of the author's story, being watched by a vengeful cop and the book burner himself. He's not sure whose account to believe or how this will impact his life as the plot slowly twists. The Shadow of the Wind is an amazing piece of literature that begins and concludes its story in a richly satisfying way.



**The Name of The Rose**  
Author - Umberto Eco

Umberto Eco's The Name of the Rose masterfully blends medieval mystery with philosophical depth, creating a rich tapestry of intrigue and intellectual exploration.

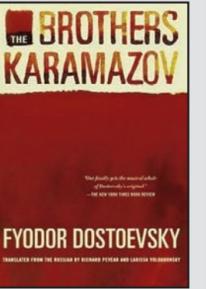
Published: September 28, 1994  
By Houghton Mifflin Harcourt  
Ratings: 4.14 stars



**The Brothers Karamazov**  
Author - Fyodor Dostoevsky

Fyodor Dostoevsky's The Brothers Karamazov is a profound exploration of faith, morality, and human nature, weaving complex characters and philosophical dilemmas into a gripping narrative.

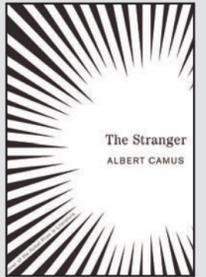
Published: June 14, 2002  
By Farrar, Straus and Giroux  
Ratings: 4.14 stars



**The Stranger**  
Author - Albert Camus

Albert Camus's The Stranger is a stark, existential reflection on the absurdity of life and the isolation of the human condition, conveyed through a chillingly detached protagonist.

Published: March 28, 1989  
By Vintage International  
Ratings: 4.02 stars



(ratings taken from goodreads)



Priyanshu Vats

- ▶ **Ganesh Chaturthi:** Celebrated on September 7-17, 2024, in India, this Hindu festival is marked by grand processions, idol immersion ceremonies, and devotional events, especially in Maharashtra and other parts of India.
- ▶ **G20 Leaders' Summit:** Held in New Delhi, India, on September 9-10, 2024, the summit will gather heads of states from the G20 countries to discuss global economic and political issues.
- ▶ **World Ozone Day:** Observed on September 16, 2024, this day highlights the importance of protecting the ozone layer, with educational campaigns and government initiatives across India to raise awareness.
- ▶ **Indian MotoGP (Moto Grand Prix):** This event will take place from September 20-22, 2024, at Buddha International Circuit, Greater Noida, with top motorcyclists from around the world competing.
- ▶ **International Coastal Cleanup Day:** Scheduled for September 21, 2024, India will join this global effort by organizing cleanup drives along the coastlines to reduce marine pollution.
- ▶ **International Day of Peace:** Observed globally on September 21, 2024, this day promotes peace and conflict resolution. India will participate in events aimed at fostering harmony within the country and abroad.
- ▶ **World Car Free Day:** Observed on September 22, 2024, this day encourages sustainable transportation. Indian cities will host events to promote cycling, walking, and the use of public transport.
- ▶ **UN General Assembly/Summit of the Future:** India will engage in the 79th session of the UN General Assembly from September 22-23, 2024.
- ▶ **National Conference of Environment Ministers:** Scheduled for September 23-24, 2024, in Gujarat, the conference will focus on climate change, forest management, plastic waste reduction, and wildlife conservation.
- ▶ **International Day of Sign Languages:** On September 23, 2024, India will participate in global campaigns to promote sign languages, highlighting the importance of inclusive education and communication for the Deaf community.
- ▶ **Asian Games 2024:** The 19th edition of the Asian Games will take place in Hangzhou, China, from September 23 to October 8, 2024. India will send a large contingent to participate in various sports.
- ▶ **World Tourism Day:** Celebrated on September 27, 2024, this day focuses on the importance of tourism for cultural exchange and economic development. India will organize events promoting its rich heritage and tourist destinations.
- ▶ **World Rabies Day:** Observed on September 28, 2024, with nationwide vaccination drives and awareness programs.
- ▶ **World Heart Day:** Observed on September 29, 2024, India will participate in global health campaigns focused on cardiovascular disease prevention, with events in hospitals and communities promoting heart health awareness.
- ▶ **International Coffee Day:** Celebrated on October 1, 2024, this day will involve events focusing on the coffee industry and its contributions to the economy, particularly in coffee-growing regions in India like Karnataka and Kerala.

## CAREER CANVAS

### Continuous Learning – A Catalyst for Growth

Skills that are valuable today may rapidly become outdated

**I Ms Jasmine Kaur**

In today's rapidly evolving world, continuous learning is essential for growth. A formal education and securing a job are no longer sufficient for a thriving and successful career. Skills that are valuable today may rapidly become outdated. Regardless of one's career stage, continuous learning and skill enhancement are crucial for staying relevant and achieving success in any field.

Let's look at some of the benefits of continuous learning. Continuous learning extends beyond excelling in your current role; it involves consistently upskilling yourself to ensure that new opportunities and avenues for growth continually present themselves.

Participating in continuous learning activates the brain, enhancing cognitive abilities and mental agility. This intellectual stimulation helps avert cognitive decline and keeps the mind vibrant and alert. Gaining new knowledge



Ms Jasmine Kaur

and skills can elevate self-esteem and confidence, fostering a more positive self-image. This ongoing sense of progress and personal development continually reinforces and builds confidence.

Acquiring new knowledge can facilitate novel social interactions and networks, mitigating feelings of

isolation and fostering a sense of community and support.

Continuous learning equips you to navigate unexpected situations. By enhancing your skills, it becomes easier to step out of your comfort zone and seize available opportunities. For example, if you lose your job, newly acquired skills can help you secure new employment.

The learning process can be very fulfilling, offering a constructive outlet for stress alleviation and a diversion from everyday worries. Continuous learning entails putting lot of time, finances, and energy, all of which are worthwhile investments for your future.

The benefits of this investment will continue to accrue in various ways throughout your life.

Let's remember this famous quote by Mahatma Gandhi, "Live as if you were to die tomorrow, learn as if you were to live forever." and invest in our present and future.

If you have any query email to [head.cdc@imsuc.ac.in](mailto:head.cdc@imsuc.ac.in)

## Learn New Things and Stay Focused

Nishi Sharma

Mihir Prakash, an alumnus of IMS GHAZIABAD University Courses Campus, BCA Batch 2014-2017, shared in an interview his journey through extracurricular activities, the opportunities he encountered, the emotional and sobering moments he experienced, and the valuable lessons he learned that contributed to his career growth.

**Can you describe your current role and the company or organization you work for?**

I have over 5 years of experience in the DevOps field and have been working as a Senior DevOps Engineer at Health Heritage for the past 3 years.

**How did your education at IMS Gzb. prepare you for your professional journey?**

The exceptional teaching



MIHIR PRAKASH

and quality education I received at IMS, particularly in learning programming languages like Java and Python, were pivotal in my career growth. The faculty kept us well-versed in current technologies, which has been crucial to my professional development. **Are there any skills or**

**lessons you wish you had focused more on while in college?**

I focused more on c++ coding, Java coding, database, networking and python coding these were all such things which I focused on in college.

**What message would you give to budding students?**

I would advise focusing on mastering the fundamentals of coding and understanding how coding works within a company. It's essential to grasp the basics related to current trends in the field and place a strong emphasis on honing your coding skills.

**What are your best memories of IMS?**

What I remember most are the various events organized by the college, like the Olympiad, which had intense competition, along with the interactions with faculty and the fun times with my batchmates.

## IMS GHAZIABAD

(University Courses Campus)

www.imsuc.ac.in

**2<sup>nd</sup> in Placement All India**  
**4<sup>th</sup> in North India**  
By Times School Survey - 2022

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WE HAVE NO BRANCH IN NOIDA

News Brief ...

Celebration of Anti-Ragging Week



**Ghaziabad (IMS News Service):** An anti-ragging pledge and flag march was conducted at IMS Engineering College Ghaziabad with great enthusiasm on August 16th as part of the Anti-Ragging Week. The event aimed to raise awareness about the ill effects of ragging and foster a culture of respect and inclusivity among students. The event was a resounding success, with students demonstrating their commitment to creating a safe and harmonious campus community.

A pledge Ceremony under Nasha Mukht Bharat Abhiyan

**Ghaziabad (IMS News Service):** IMSEC-GZB executed the government of India drive named "NASHA MUKHT BHARATABHIYAN", to foster awareness pertaining to the ill effects of intoxication, with much impetus and enthusiasm. It was believed that the continuous seasoning is the ultimate destination to conquer all real-life problems regarding to the theme. Dr. Savita Agarwal was the coordinator, who was immensely instrumental to convert government's far distant visions into reality. She was well knitted and immensely supported by the honorable Director Dr. Shailesh Tiwari with other faculty and staff members. Before culminating, the "NashaMukht Bharat Abhiyan Pledge" was taken by entire audience to have a life free from intoxication and to never support any activities that triggers malpractices related to the same.

Expert Talk on Creativity & Innovation in Entrepreneurship



**Ghaziabad (IMS News Service):** The Applied Sciences and Humanities Department at IMS EC, in collaboration with the Institution's Innovation Council (IIC), recently conducted an enriching online Expert Talk titled "Creativity&Innovations in Entrepreneurship" for students of Shri Dhanvantary College of Engineering and Technology, KIM, Gujrat. Dr. Savita Agarwal, Professor and Innovation Ambassador at IMSEC shared her wealth of experience and inspired the students. The session was a fantastic opportunity for students to gain valuable insights into fostering innovation and creativity in their entrepreneurial endeavors. The vibrant engagement shown by SDCET students truly encapsulated the spirit of collaborative learning. We also appreciate the support and guidance of Dr. Shailesh Tiwari, Director, IMSEC.

Outstanding Performance by Final Semester in MBA

**Ghaziabad (IMS News Service):** MBA Department of IMS Engineering College, Ghaziabad Department is beyond thrilled to announce that nearly 50% of MBA II Year students have aced their course with honors! This is not just an achievement—it's a milestone that reflects their hard work, dedication, and passion for excellence.

Successful Completion of the In-House 60-Hour Summer Internship



**Ghaziabad (IMS News Service):** The Training and Internship Division of IMS Engineering College has successfully conducted the In-House 60-Hour summer internship technical training program on 'Data Science Using Python' and 'Full Stack Development'. The program, conducted in association with Froyo Technologies, Alma Mate, Navriti Technologies, and CetpaInfotech, was held from July 1, 2024, to July 25, 2024, for B.Tech 3rd-year students of CSE/CS/IT/ECE/BIO.

Prof. (Dr.) Prabhat Kr Srivastava, Head-TID of IMS Engineering College, welcomed facilitators Mr. Sarthak, Dr. Tarkeshwar Barua, and Mr. Gaurav, who are associated with Froyo Technologies, Alma Mate, Navriti Technologies, and CetpaInfotech.

He emphasized the importance of the programs 'Data Science Using Python' and 'Full Stack Development' and motivated the students.

Expert Session on Supply Chain

**Ghaziabad (IMS News Service):** IMS organized expert session on "Ace the Interview : Navigating Operations & Supply Chain Roles" with insights from Sandesh Mishra, Chief Commercial Officer at Bharat Aluminium Company for PGDM Batch 2023-25 on August 22, 2024. The vital session enabled the students to understand the expectations of the interviewers and enhance skills for being successful at interviews.

Photography & Reel Contest on the Occasion of World Photography Day



IMS News Service

**Ghaziabad:** The MCA Department of IMS Engineering College, Ghaziabad organized the Photography & Reel Contest on the occasion of World Photography Day. The event was a huge success, the department thanked to the incredible talent of the participants and the support

of the esteemed judges.

Photography Contest Winners:

**1st Position:** Mr. Rudra Sharma, B.Tech 4th Year, CSE Branch, IMSEC

**2nd Position:** Mr. Vishesh Verma, B.Tech 2nd Year, CS Branch, IMSEC

**3rd Position:** Prof. (Dr.) Ajay Sharma, BT Department

**Reel Contest Winner:** **1st Position:** Mr. Akshit



Sharma, B.Tech 2nd Year, IT Branch, IMSEC Dr. Sachi Singh, Associate Professor, AS&H, Dr. Kavita Singh, Assistant Professor, MBA and Mr. Priya darshi Ravi Raj, Social Media Manager were the eminent judges of the event. Dr. Kavita Saxena, HoD MCA, shared her insights on the event's success.

The program was well coordinated by Mr. Ashish Pandey, Assistant Professor, MCA. Director of the

institution, Prof. (Dr.) Shailesh Tiwari, congratulated all the winners and participants, emphasizing that their creativity and enthusiasm made this event unforgettable.

Celebration of Independence Day



IMS News Service

**Ghaziabad:** IMS Engineering College celebrated the 78th Independence Day with heartfelt enthusiasm. The celebration began with the symbolic hoisting of the tricolor by Director, Prof. (Dr.) Shailesh Tiwari, in the presence of HoDs, faculty, and staff. The day was filled with joy and unity, as everyone enjoyed vibrant cultural performances, took part in a meaningful plantation drive, and marched proudly in the spirited Tiranga Yatra, embodying the spirit of freedom and togetherness that defines our nation.

Investiture Ceremony Organized at IMS Gzb



IMS News Service

**Ghaziabad:** Celebrating the leadership journey of tomorrow's visionaries, IMS Ghaziabad officially welcomed the new members of the Student Excellence Council for the

year 2024-2025 on August 14, 2024. A proud moment for the PGDM Batch 2023-25 as the Institute recognized commitment and contributions of the newly inducted members of the Student Excellence Council.

Workshop on Salesforce Automation



IMS News Service

**Ghaziabad:** IMS organized a workshop on Salesforce Automation: Shaping Industry-Ready Sales Leaders : Harnessing Automation for Success," for PGDM Batch 2023-25 students, who had an enriching workshop at Institute of Management Studies (IMS) led by Divir Tiwari (CEO) and Chitransh Jain (CCO), Field Assist. The session decoded data



enhanced ways to enhance sales in the digital age. Institute of Management Studies (IMS) Ghaziabad - Business School was grateful to hon'ble guests for their valuable presence and providing immersive learning experience.

Workshop on Deploying Data Dynamics



IMS News Service

**Ghaziabad:** In collaboration with Upgrad, Institute of Management Studies (IMS) Ghaziabad - Business School recently hosted a transformative workshop on Business Analytics, featuring expert speaker Urvinder Singh, AGM-Data Science. Attendees delved into hands-on learning, enhancing their analytical skills for success in the realm of Business Analytics, Data Science and Tableau.

Workshop on Training to Educate

IMS News Service

**Ghaziabad:** The MDP Department of IMS Ghaziabad successfully organized a one-day workshop on "Training to Educate" for principals and teachers from government schools in Pacharauta, Bara, Nepal.

The session kicked off with a welcome address from Dr. Prasoorn M. Tripathi, PhD, GTML, Director of IMS Ghaziabad. We were proud to welcome Mr. Jalandhar Singh Jaiswar, Mayor of Pacharauta Municipality, Bara, Nepal, along with principals and teachers from government schools in the region. Esteemed speakers Mr. Arijit Ghosh and Mr. Narayan Ji Choubey shared



insightful thoughts on the school-family-community partnership model and on creating a supportive ecosystem in education.

Building on the success of our 'Train to Teach' MDP, conducted on July 29, 2024, coordinated by Dr. Ajay Kumar Patel, Dean Research, IMS Ghaziabad -

IMS Ghaziabad Announced the Launch of AAIMSG-Alumni Association IMS Ghaziabad

IMS News Service

**Ghaziabad:** IMS proudly announced the launch of Alumni Association. Reconnecting with the alma mater to unlock a world of opportunities—from networking events and professional development to exclusive alumni privileges. The leaders driving the community forward are: President: Mr. Rajeev Agnihotri, Joint General Manager, Pawan Hans Ltd., General Secretary: Mr. Faizan Ahmad Ahmad, Business Head - Web Business, India TV., Treasurer: Mr. Sanjay Kansal, Director, Impact Realtch & Hospitality Pvt. Ltd., Vice President: Mr. Debashish Das, Founder &



CEO, Elenchus HR Concentrix. Patron: Dr. Solutions. Prasoorn M. Tripathi, PhD, GTML, Director, IMS. **Executive Council** Members: Mr. Tushar Jindal, Faculty, AMITY University; Dr. Preeti Sirohi, Senior Data Miner, IMS Ghaziabad. Member Secretaries: Dr. Abhishek Bhushan Singhal and Prof. Ahimsa Bhardwaj, IMS Ghaziabad.

Re-orientation Program for PGDM Batch 2023-25



**Ghaziabad (IMS News Service):** IMS Ghaziabad organized "Transcend" the Reorientation program 2023-25. It was a bundle of insightful sessions and dynamic discussions. The session started with an inspiring address by Director, Dr. Prasoorn M. Tripathi, PhD, GTML followed by expert session, led by Mr. Debasis Satapathy & Mr. Priya Ranjan, unfolding management lessons from the Mahabharata and essential success skills for corporate world. Further it continued with student-led panel discussions on the topics "Generative AI (GenAI) for Gen Z" "Careers in Unicorns - Challenges & Opportunities", "Green Lifestyle - Rethinking Sustainability Narrative"

Finnacle Club's Panel Discussion



IMS News Service

**Ghaziabad:** Supercharged Saturday filled with Financial Insights & Analytical Thrills. Institute of Management Studies (IMS)-Business School, organized

Finnacle's panel discussion on Budget 2024 offered deep financial insights, while the Analytica's Mobile Game Event put the analytical prowess at test. A perfect blend of knowledge and thrill.

IMS Ghaziabad Organized Faculty Interaction Series

**Ghaziabad (IMS News Service):** IMS Ghaziabad organized the inaugural session of the faculty development series, "Insights Exchange: Deliberations and Discussions," Conceptualized by Dr. Prasoorn M. Tripathi, PhD, GTML, Director, Institute of Management Studies (IMS) Ghaziabad - Business School, this session has set the tone for many more insightful sessions to come. Dr. Prasoorn M. Tripathi, PhD, GTML opened the session with a compelling talk on leadership. Dr. Vaishali Agarwal, Dean Academics presented her research paper on "Environmental and Economic Sustainability and Stakeholder Satisfaction in SMEs" and Article Review by marketing faculty - Dr. Rudresh Pandey, Dr. Dolly Phillips and Prof. Swati Tripathi.



# Pre-Orientation Program for BBA Batch 2024-27

IMS News Service

**Ghaziabad:** The Department of Management organized the Pre-Orientation Program "Phoenix 2024" for its newly admitted BBA Batch of 2024-27 in the Auditorium. The eminent guests for the first session included the chief guest Mr. Amit Jawar, Business Head North India, Dabur, and Guests of Honor, Mr. Vishal Singh, Director Marketing, Raddison Blu, Greater Noida and Mr. Bhanu Pratap Singh, Head HR, AEON Market Research. The main aim of the program was to sensitize the new students about the college life ahead and also to set the right



expectations from the course and the institute. The program started with the traditional ritual of Saraswati Vandana. Dr. Arun Kumar Singh, our dynamic Director welcomed the guest and the students with his inspiring and motivational words laying the foundation

of an exciting session ahead. Dr. Singh's opening address was followed by Chief Guest Mr. Amit Jawar, who in his presentation to the students, emphasized on the importance of discipline, consistency, concentration, perseverance, and passion in achieving success in our

professional life. He shared interesting anecdotes from his life which truly was inspiring and a learning experience for the students. The next address was by Mr. Vishal Singh who spoke about the importance of asking the right questions and also stressed on the importance of being healthy.

Interestingly, he was of the opinion that health is an enabler of wealth. Mr. Bhanu Pratap, in his speech, reiterated that how it is important to set goals early in life and be committed and consistent in our effort to achieve them. All the guests had similar opinion on the

importance of soft skills and communication in mastering professional and personal goals. They advised the students to work on their soft skills with constant practice. The students were enthusiastic in putting up interesting queries to the guests who answered the

questions with equal enthusiasm. The concluding part of the event included a department and program overview by the Head of Department, Management, Prof (Dr.) Pooja Rastogi, followed by a Vote of Thanks by BBA 1st year Program Leader, Dr. Isha Bhardwaj. Dr.

Pooja Rastogi shared the uniqueness of the program and also the world of endless opportunities that awaits the new students who have entered the institute with hope and dreams. She motivated the students to build themselves as a brand and take advantage of all that the institute and department has to offer. The vote of thanks was delivered by Dr. Isha Bhardwaj who thanked all the guests, institute's management, and department of management for the seamless execution of the event. The event was motivational and inspiring and was ably anchored by Dr. Shivani Dixit.



## Department of Computer Science Organized Pre-Orientation Programme



IMS News Service

**Ghaziabad:** The Pre-orientation programme at IMS Ghaziabad University Course Campus served as an important milestone in welcoming our new students, offering them their valuable insights into the numerous benefits that await them. This initiative was designed to support their holistic development and ensure a smooth transition into campus life. The programme focused on acquainting the incoming students with the campus environment, resources, and opportunities, setting the stage for a successful academic journey. The event commenced with a warm welcome to the new students, their families, and distinguished guests. The programme was inaugurated by chief guests: Mr. Ashish Bhalla, HR Leader; Guest of Honour Mr. Vikas Madaan, Senior Director Accenture, Mr. Varun Ahuja Director Customer Engineering Adobe System and Mr. Abhishek Prason Associate Director at Apptad technology. After the welcome speech, each chief guest was presented with a token of appreciation by Dr. Arun Kumar Singh, Director of the Institution, and Dr.

Gagan Varshney, the head of Department of Computer Science, acknowledging their presence and contribution to the programme. Following the token of appreciation, each guest delivered an impactful speech, sharing their valuable insights and experiences. Dr. Arun Kumar Singh, inspired students with anecdotes that encouraged self-belief and the value of combining smart work with hard work. Dr. Gagan Varshney, HOD, Department of Computer Science, emphasized that the IMS community is one family, guiding the newcomers towards their potential heights with the institution's support. Mr. Ashish Bhalla focused on importance of communication and teamwork, highlighting their importance in today's interconnected world. Mr. Vikas Madaan encouraged students to nurture curiosity and strive for continuous growth. Mr. Varun Ahuja stressed the significance of value added courses in resume. The programme concluded with a heartfelt vote of thanks delivered by Prof. Neeru Saxena, faculty at Department of Computer Science.

# PHOENIX-2024 Pre-Orientation Program

IMS News Service

**Ghaziabad:** The Department of Biosciences and the Department of Journalism and Mass Communication at IMS Ghaziabad jointly organized the "PHOENIX-2024 Pre-Orientation Program". This significant event took place in the IMS Auditorium.

The primary objective of the event was to familiarize the new students with the academic culture, values, and expectations of IMS Ghaziabad, while also providing them with insights from experienced professionals across different fields. The event was graced by five



distinguished guests Shri Dinesh Gautam - Anchor/Consulting Editor at Times Now Navbharat, Shri Rajkamal Gupta - President, H R - C o r p o r a t e C o m m u n i c a t i o n, WembraceBioPharma Pvt. Ltd., Delhi, Shri Anant Vijay - Author/Associate Editor at Dainik Jagran, Dr. Divya Chandran - Associate Professor at RCB (Rajiv Gandhi Centre for

Biotechnology), Faridabad and Shri Shaminder Pal Singh - R&D Food Safety Scientist, PepsiCo, Gurgaon shared their valuable experiences and knowledge. The event began with a welcoming address, which set the tone for the program, emphasizing the importance of orientation in shaping the academic journey of the students. Each guest delivered insightful

speeches tailored to their area of expertise. They shared valuable lessons, industry trends, and personal experiences that were inspiring and informative for the attendees. The event featured interactive sessions, allowing students to engage directly with the guests, ask questions, and gain clarity on various topics related to their future studies and careers.

The program provided a platform for students to network with professionals and peers, fostering connections that could be beneficial throughout their academic and professional lives. The PHOENIX-2024 Pre-Orientation Programme was a successful event that not only oriented new students to the academic environment of IMS Ghaziabad but also

motivated them to pursue excellence in their respective fields. The presence of esteemed guests added immense value, making the event both enriching and memorable. The IMS Ghaziabad community looks forward to a productive and successful academic year ahead, building on the insights and inspiration gained from this pre-orientation program.



## ALUMNI TALK SESSION

IMS News Service

**Ghaziabad:** The Department of Computer Science at IMS Ghaziabad hosted an International Alumni Session focused on "Emerging Global Job Market Trends" in the I T I n d u s t r y. T h e s e s s i o n f e a t u r e d M r. Nitin Srivastava, a distinguished alumnus from the 2004-2007 batch and currently a Senior Manager at HCL Tech, France. The event aimed to provide students and faculty with insights into the evolving global job market, especially in the IT sector, and to bridge the gap between academic knowledge and industry demands. Mr. Srivastava began the session by discussing the overarching trends in the



but also redefining existing roles. As businesses aim to become more efficient, the demand for AI and ML experts is skyrocketing. Mr. Srivastava provided an overview of the global job market dynamics, highlighting the growing opportunities in regions like Europe, North America, and Asia. He emphasized the need for students to be adaptable and open to working in diverse environments, as international exposure can be a significant career advantage. Towards the end of the session, Mr. Srivastava offered valuable advice to the students. He encouraged them to be proactive in seeking internships and projects that align with industry.

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IMS News Service

**Ghaziabad:** The Department of Management at IMS Ghaziabad University Courses Campus organized a re-orientation program, Disha, for the MIB Batch (2023-2025). The event was held at the Mini Auditorium on the university campus. With a traditional lamp lighting ceremony, followed by the formal welcoming, introduction, and felicitation of the guest of honor, Mr. Subhankar Ghose, an HR leader. Dr. Arun Kumar Singh, Director of IMS Ghaziabad, delivered the welcome address, setting a positive tone for the day. During his guest address, Mr. Subhankar Ghose shared valuable HR insights, emphasizing adaptability, emotional intelligence, and



strategic thinking. He discussed the challenges HR professionals face, such as talent management and organizational change, and highlighted emerging trends like the integration of technology in HR and a focus on employee well-being. Drawing from his experience, Mr. Ghose encouraged students to take charge of their professional growth, stay updated on industry trends, and build strong networks. His talk left students inspired and more prepared

for their future careers, emphasizing continuous learning and leadership development. Following his address, Prof. Mayank Pandey, the Program Leader for the MIB course, shared his thoughts on the re-orientation. After a brief break, Dr. Puja Prasad and Prof. Subhro Sen guptoled a knowledge test called "The Last Lap," which encouraged students to reflect on their learnings so far. Dr. Deepa Goel emphasized the importance of early career planning, guiding students on how to align their academic pursuits with their professional aspirations. Mr. Arnab Ghosh further enriched the session by detailing the various industry connections and internship opportunities facilitated by the Corporate Relations Cell.

## Department of Bioscience Organized Workshop

IMS News Service

**Ghaziabad:** Department of Biosciences, IMS Ghaziabad (University Courses Campus) organized five-day workshop in association with Biotech Research Society India (BRSI). This workshop is planned under Biotech skill department program to provide a platform for the faculties, scientist and the young researcher at a common platform to learn and discuss in the emerging field of artificial intelligence and their role in drug designing. This workshop covered a wide range of topics that highlighted how latest advances in artificial



intelligence play an important role to develop an effective drug and to identify the impact of drug. The event began with the registration of the participants early morning at 9:30 am. The inauguration of workshop began with the auspicious ceremony by the participation of Professors, Academician and Research Scholars from all over the

India, by flower offering to deity Goddess Saraswati by Dr. Arun Kumar Singh, Director IMS Ghaziabad (University Course Campus) along with the invited eminent guest. Prof. (Dr.) Surabhi Johari, Head of Department of Biosciences welcomed all the invited delegates and participants and brief the importance of science at various issues which are an



alarming cause at global level. This inauguration was honored to have Dr. Raman Mohan Singh, PCIM & H, Government of India, along with Dr. Manoj Pandey, Senior Scientific Professor, Indian Pharmacopoeia Commission, Government of India, as Guest of Honour. Furthermore, the delegates explained the new trends in scientific

technology and shared their thoughts. They told the importance to conduct these types of workshop which are helpful in growth & development of our society. This five-day workshop was graced by eminent resource persons like Dr. Avinash Mishra, CEO, Growdea, Gurgaon, Dr. Manish, Professor, Dept. of Microbiology, Institute of Human Economics,

University of Delhi, Mr. Shreyansh Suyash, Computational Biologists, Growdea, Gurgaon and Dr. Surabhi Johari, Head, Department of Biosciences. During the valedictory session Dr. Surabhi Johari, Head, Department of Biosciences praised all the participants by giving them participation certificates. Event was concluded by a formal vote of thanks by Dr. Swati Tyagi, Assistant Professor, the Moderator. The team said that the credit goes to Management council of our Institute and Director, Prof. (Dr.) Arun Kumar Singh for his invaluable support in conducting and organizing this five-day workshop.

## Peer Enrichment Session on Roadmap to Research Development



**Ghaziabad (IMS News Service):** Research Cell at IMS Ghaziabad (University Courses Campus), organized a Peer Enrichment Session on "Roadmap to Research Development". The main agenda of the peer enrichment session was to orient the faculty members towards research while also listing down the research milestones to be achieved each year. As part of the research policy, each faculty member has to undertake many research activities including research paper

publication, book writing, attending FDP, organizing student research activities, etc that was discussed during the session which was taken by Dr. Umesh Kumar and Prof. Komal Kapoor. The session discussed the various milestones while also giving information about the achievements of the previous academic year. The session also provided information about research recognitions and incentives as many new faculty members have joined the institute in the last one year.

# Vincent Van Gogh: A Legacy of Passion and Artistry

Avni Agarwal

**New Delhi:** Vincent Van Gogh, a name synonymous with passion, creativity, and emotional depth, remains one of the most celebrated artists in history. Born on March 30, 1853, in the Netherlands, Van Gogh's life was marked by a profound dedication to his art and a relentless pursuit of expressing his inner turmoil through his paintings.



Van Gogh's artistic journey was tumultuous yet transformative. Despite facing numerous personal challenges and mental health struggles, he produced over 2,000 artworks during his short life, including iconic pieces like "Starry Night," "Sunflowers," and "The Bedroom." His distinctive style, characterized by bold colours, expressive

brushstrokes, and raw emotion, set him apart as a visionary artist ahead of his time.

The artist's use of vibrant hues and dynamic textures reflected his inner turmoil and emotional intensity. Van Gogh's paintings often conveyed a sense of movement and life, capturing the essence of the world

around him in a way that was both introspective and profound. His unique perspective on nature, humanity, and the interplay of light and colour continues to inspire artists and art enthusiasts worldwide.

Beyond his artistic contributions, Van Gogh's legacy extends to his impact on the art world and popular

culture. His post-impressionist style paved the way for future artistic movements, influencing generations of artists and shaping the course of modern art. Despite facing critical indifference during his lifetime, Van Gogh's work now commands admiration and awe, with his paintings fetching record prices at

auctions and drawing crowds to museums around the globe.

Van Gogh's tragic death in 1890 at the age of 37 only added to the mystique surrounding his life and work. While his struggles with mental health and personal demons are well-documented, it is his artistic brilliance and unwavering commitment to his craft that

define his legacy. Through his art, Van Gogh sought to capture the beauty and complexity of the world, inviting viewers to see beyond the surface and delve into the depths of human experience.

Vincent Van Gogh's artistic vision and emotional depth continue to resonate with audiences today, reminding us of the power of art to transcend time and connect us to our shared humanity.

His legacy serves as a testament to the enduring impact of creativity, passion, and the unyielding pursuit of artistic expression. Vincent Van Gogh may have lived a troubled life, but through his art, he achieved immortality, leaving behind a rich tapestry of colours and emotions that continue to inspire and captivate audiences around the world.

## Stree 2: Sarkate Ka Aatank



**Directed by** Amar Kaushik  
**Written by** Niren Bhatt.  
**Produced by** Dinesh Vijan, Jyoti Deshpande  
**Starring:** Rajkumar Rao Shradha Kapoor, Pankaj Tripathi, Abhishek Banerjee, Aparshakti Khurana,  
**Music by** Sachin-Jigar  
**Release dates:** 24/ august/2024  
**Language:** Hindi

This is sequel of "stree" 2018 horror comedy directed by Amar Kaushik. The movie stars Rajkumar Rao, Shradha Kapoor, Pankaj Tripathi, Abhishek Banerjee and Aparshakti Khurana. Produced by Vijan under Maddock Films and Jio Studios, this is continuing the story of the mysterious spirit. This sequel digs deep into the origins of stree. After the events of Stree, the town of Chanderi is being haunted again. This time, women are mysteriously abducted by a terrifying headless entity. Once again, it's up to Vicky and his friends to save their town and loved ones. Stree2 is must watch movie with the good combination of horror and comedy. Stree 2 has been performing exceptionally well at the box office. The film has earned approximately ₹274.35 crore net in its first week. It has crossed around ₹361.15 crore globally in just six days.

## Creative Corner

### The Promise Of Spring

Having seen only dark skies,  
 Of thunder and endless pour,  
 Of rain that burns like acid  
 For days and days,  
 Unending, unrelenting,  
 One forgets the spring that shone  
 before it.  
 But one day,  
 When the clouds will part  
 And sunlight will spread like  
 glitter  
 On every lush blade of grass,  
 And air in its palms will carry warmth  
 Of love and fresh pies,  
 And birds will coo melodies  
 Passed down by their mothers,  
 They too shall hum along the rhythms  
 Of the play of time;  
 For it heals even the deepest of hurts  
 And asks for only one favor—  
 Patience.



Mugdha Jugran



# Identification of Podcast

Khushi Bisht

**New Delhi:** In the age of digital media, podcasts have emerged as a powerful medium for both education and entertainment. Infotainment podcasts, which blend information with entertainment, are particularly popular because they make learning enjoyable. It offering a vast array of topics and catering to nearly every interest and making it easy for people to find shows that resonate with them. The intimate and engaging format of podcasts creates a personal connection between hosts and listeners, enhancing the overall experience. It is a unique and personal listening experience, allowing audiences to feel more involved and engaged with the content.



also known for his engaging style and thought-content, discussions, fitness, personal development, and entrepreneurship. He was awarded with Disruptor of the Year Award by PM at the National Creators Award.

- Raj Shamani's Figuring Out - Raj Shamani is a well-known entrepreneur, motivational speaker and social influencer. His content often focuses on practical advice for aspiring entrepreneurs, strategies for personal growth, and inspirational stories that resonate with a



broad audience.

- Fineshots Daily - It is a 5-min daily podcast explaining the most important finance and business developments in plain and simple English, with a focus on India. It helps listeners understand the implications of current

events on their financial decisions.

- The Musafir Stories - is an exciting podcast that immerses listeners in the diverse world of travel across India. It inspires and informs, making it a valuable resource for anyone interested in discovering new places and understanding the cultural nuances of India. The rise in podcast popularity can be attributed to their convenience, diverse content, and the ability to cater to niche interests. As more people seek flexible and on-demand media consumption options,

## How to recognise good content

- **Engaging storytelling:** - Engaging storytelling can be used in various formats, including written stories, oral storytelling, and visual storytelling, and is essential for conveying messages, sharing ideas, and connecting with others in a meaningful way.
  - **Informative and Insightful:** - It can be a transformative experience, allowing us to see the world from new perspectives, challenge our assumptions, and gain a deeper understanding of ourselves and others.
  - **Authenticity and Honesty:** - Storytellers share their genuine experiences, vulnerabilities, and truths, they create a deep sense of connection with their audience.
  - **Consistency and Reliability:** - The storytellers can create a sense of dependability, making their audience feel secure and connected to the narrative.
- The primary benefits of podcasts are their convenience. They are easily accessible and can be consumed anywhere, anytime, making them perfect for commutes, workouts, or chores. This niche focus allows listeners to dive deeper into topics they're passionate about, making the listening experience feel more personalized.
- Podcasts also create a sense of intimacy, with hosts sharing personal stories and experiences, making listeners feel connected and invested. They offer a unique combination of convenience, specialized topics, and personal connections, making them a valuable resource. It provides a platform for education, storytelling, and community building, making them a powerful tool for audience and creators alike.

podcasts offer an accessible way to engage with content during commutes, workouts, or while multitasking.

# Sportify



Sanskriti Gauba

**T**he 2024 SAFFU-17 Championship is a football tournament for boys under 17 years of age, which will provide a chance for growth of Indian football players and showcase their talent. This eagerly awaited event, organized by the South Asian Football Federation (SAFF), will take place from September 18th to 28th, 2024, in the city of Thimphu, Bhutan. India, who are the reigning champions, will be looking to defend their title after a stellar performance last year, where they clinched the trophy with a convincing 2-0 win over Bangladesh in the final.

# Upcoming Sport Events : Highlights



## 4th Indian Open U-23 Athletics Competition to be held in Chennai

West Bengal Athletics Association is set to host the 4th Indian Open U-23 Athletics Competition 2024 under the auspices of the Athletics Federation of India (AFI) from September 28 to 30 at Salt Lake

Stadium, Kolkata. The event shall be organized in accordance with the rules of AFI, Competition and Technical Rules 2024 Edition of World Athletics and Indian Athletics Manual updated as on 1 October 2010. Athletes (born between October 1, 2001 and

September 30, 2008) will have the opportunity to showcase their skills in two individual events of their choice. Online entries are now open and will remain accessible through the AFI portal from September 2 to 20, allowing athletes to secure their spot in the competition. Please note

that athletes under the age of 18 will not be permitted to participate in races exceeding 3000 meters, ensuring a safe and competitive environment for all.

**Fact checks (Ravichandran Ashwin)**  
 Legendary Indian cricketer Ravichandran

## Cricket Player Ravichandran's Records

- ▶ Fastest Indian to reach 200 Test wickets (37 matches)
- ▶ Most Test wickets in a single series (29 vs Australia, 2013)
- ▶ Only Indian to take 5 wickets in an innings in all formats (Test, ODI, T20I)
- ▶ Highest wicket-taker in Border-Gavaskar Trophy (89 wickets)
- ▶ Most wickets in a single season of Ranji Trophy (61 wickets, 2015-16)
- ▶ First Indian to take a hat-trick in all formats (Test, ODI, T20I)
- ▶ Most successful off-spinner in Test cricket (365 wickets)

*On the upfront Ravichandran Ashwin's remarkable records and achievements are a testament to his skill, dedication, and passion for the game. As one of India's most successful bowlers, he continues to inspire and lead the next generation of cricketers.*

Ashwin who celebrates his birthday this month has always been a great asset as a player of our country, not only he spun various records with the ball but has also made remarkable performances with the bat.