I.M.S. TODAY

AI ki Duniya
● Bhoomi Bansal

Artificial Intelligence (AI) continues to shape our world in ways previously unimaginable, from revolutionising industries to enhancing day-to-day activities. Two cutting-edge developments making waves in AI are quantum computing and AI-powered traffic management systems. But how are these technologies relevant?

Quantum Computing: The Future of Speed and Efficiency

Quantum computing represents a major leap forward in computing power. Unlike traditional computers, which process one operation at a time, quantum computers can run millions of simulations simultaneously. This breakthrough enables faster, more efficient problem-solving, especially for complex calculations in fields like science, engineering, and data analytics.

For students, especially those in computer science, mathematics, or physics, quantum computing offers new avenues for research and innovation. Mastering quantum algorithms can open up career opportunities in solving complex global challenges, from cryptography to logistics optimisation.

AI-Powered Traffic Management: Solving Urban Congestion

AI-powered traffic management systems are revolutionising how cities deal with congestion by analysing real-time data to optimise traffic signals and reroute vehicles. These systems not only improve traffic flow but also reduce accidents and emissions.

For students in fields like urban planning, civil engineering, or environmental science, AI-driven traffic solutions provide hands-on opportunities to contribute to smart city initiatives. Understanding how AI interacts with infrastructure could help students tackle real-world problems and shape more efficient, sustainable urban environments.

Guest Editor of This Issue

From the Editor's desk

Dr. Mithlesh Sharma
Director General
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माँ भारती को नमन

हम सभी माँ भारती के ऋणी हैं और अपनी माँ का ऋण उतारना प्रत्येक सन्तान का प्राथमिक कर्तव्य है। कहा गया है कि :–
'जननी जन्मभूमिश्च स्वर्गादपि गरीयसी'
यह अक्षरश: सत्य है। सम्पूर्ण विश्व में माँ से अधिक आदरणीय कोई नहीं। इस लिए माँ का ऋण उतारने का अवसर जब भी मिले तब ही अच्छा। माँ का ऋण उतारना कितना आवश्यक होता है? इसका बोध मुझे एक स्वप्न के माध्यम से हुआ। मैंने देखा कि एक माँ के कई छोटे – छोटे बच्चे हैं। कुछ शैशवावस्था में हैं और कुछ शैशवावस्था को पार करके किशोरावस्था में प्रवेश कर चुके हैं। उनमें से सबसे बड़ा बेटा लगभग तेरह –चौदह वर्ष का है। माँ अपने पूर्ण प्रवण से उनके पालन–पोषण में लगी रहती है। भोजन पकाती है, सभी को ममता की मधुर भावना से भोजन प्रसाद देती है। अपने पति को भोजन प्रसाद देती है। तदोपरान्त वह स्वयं भोजन करने के लिए बैठती है। उसके लिए भोजन भी कम बचता है। उसी समय उसका छोटा पुत्र आकर भोजन करने बैठ जाता है। तदोपरान्त क्रमश: एक के फिर दो, तीन,चार, पांच सभी बैठ जाते हैं। माँ लगभग भूखी रह जाती है। यह क्रम निरंतर चलता है। इस प्रकार वह दिन पर दिन कृशकाय होती जाती है। वह अपनी इस हालत के विषय में किसी से कुछ नहीं कह पाती। मेरा स्वप्न भंग हुआ और आंखें खुली तो मन ने मंथन आरम्भ किया कि हम सब भी तो अपनी भारत माँ के साथ ऐसा ही तो कर रहे हैं। हम सब किसी ना किसी बहाने से प्रतिक्षण उसका दोहन कर रहे हैं। कोई फसल ले रहा है, कोई फल ले रहा है, तो कोई सोना –चांदी, तेल, लोहा, पीतल और अन्य धातु, रोड़ी, बदरपुर, रेत, सीमेंट इत्यादि केवल जरूरत भर नहीं वरन लालच के लिए अधिक मात्रा में लेकर लगातार अपनी भारत माँ को कमजोर बना रहे हैं। हम सब अपनी भारत माँ से, उसकी नस–नस से, रूएं – रूएं से सब कुछ छीन रहे हैं। कुछ भी तो ऐसा नहीं है जो हमने उसके पास सेब रखा हो। इस सबके बावजूद भी हम कभी अपने आप से प्रश्न नहीं करते, मन का मंथन नहीं करते कि हम भारत के माँ के ऋणी हैं? हमारा इसके प्रति क्या कर्तव्य है? तो सभी भारत वासियों का प्रथम कर्तव्य है कि भारत की सीमा पार रहने वाले भारत के शत्रुओं, भारत की गोद में बैठे गद्दारों से अपनी माँ भारती की रक्षा करें। अखिल विश्व पटल पर भारत एक अनोखा भू–भाग है। जिसका राज तिलक स्वयं ईश्वर रूपी मुकुट पहना कर किया है। जहां हिमालय सिद्ध गण निवास करते हैं। जहां अनेक पावन जलधाराएं युग – युगान्तरों से कल–कल तरंगों के साथ किलोल करती बह रही हैं।

आईएमएस ने किया मुजफ्फरनगर के शिक्षकों का सम्मान

आईएमएस न्यूज सर्विस

गाजियाबाद। आईएमएस गाजियाबाद यूनिवर्सिटी कोर्सेज कैम्पस द्वारा मुजफ्फरनगर में शिक्षक सम्मान कार्यक्रम का आयोजन किया गया। कार्यक्रम का उद्देश्य मुजफ्फरनगर के शिक्षकों का शिक्षा क्षेत्र में उनके अद्वितीय योगदान का जश्न मनाना एवं उन शिक्षकों को सम्मानित करना था जिन्होंने अपनी प्रतिबद्धता और शिक्षा के माध्यम से न केवल स्कूली शिक्षा की गुणवत्ता में सुधार किया है, बल्कि छात्र-छात्राओं के जीवन को समृद्ध भी किया है।

The Influence of OTT Content Increase on Crime Rates

Mansi Bhardwaj

New Delhi: With the rise of streaming platforms like Netflix, Amazon Prime, and Disney+, the world of entertainment has changed a lot. These platforms provide easy access to a wide range of content, including crime dramas and thrillers with graphic and intense scenes. However, as these OTT (Over-The-Top) platforms grow, there are growing concerns about how they might be influencing criminal behavior, particularly among younger viewers.

Before OTT platforms, people mostly relied on TV and cinema, which were both closely regulated and censored by the government. But since OTT platforms started becoming popular around 2015, crime rates have increased, and some experts believe this could be linked to exposure to unregulated and often violent content. For example, in India, the National Crime Records Bureau (NCRB) reported a 7.3% increase in violent crimes from 2018 to 2021, a

Statistics on Crime Rates

Year	Violent Crime Rate (Per 100000)	Cyber Crime Cases	Juvenile Crime Rate
2015	3.0	11592	5.0
2016	3.3	12317	5.3
2017	3.5	15219	5.5
2018	4.0	20000	5.9
2019	4.3	22567	6.0
2020	4.7	29000	6.5
2021	5.0	38300	6.8
2022	5.5	44500	7.0

period that overlaps with the rise of OTT platforms in the country. Between 2010 and 2014, before OTT became widely accessible, crime rates stayed relatively steady, with only minor changes. However, from 2015 onward, violent crime rates started to climb, reaching about 5.5 cases per 100,000 people by 2022.

Several well-known cases in India have raised concerns about OTT content encouraging viewers to copy criminal behavior. Here are some examples:

Hyderabad Case (2020): In 2020, a 15-year-old boy was arrested in Hyderabad for allegedly murdering his friend. The teenager confessed to being influenced by a popular OTT crime thriller that glorified similar acts. Investigators reported that the boy attempted to replicate the techniques and sequences from the show. This case brought attention to how impressionable youth may struggle to differentiate between entertainment and real-life consequences.

Pune's Cyber Crime Increase (2021): Cybercrimes like hacking and online scams spiked in Pune, with some young offenders admitting they copied tactics from OTT shows about hacking and digital fraud. In 2021, Pune police reported a 30% rise in cybercrime cases compared to previous years.

Delhi Gang Wars (2022): Inspired by popular crime series on OTT platforms, several youth gangs formed in Delhi, imitating the crime operations seen in these shows. Police shared that some gang members confessed to following methods portrayed in these series.

Despite the mixed opinions, this trend has raised essential questions about accountability. Is it the responsibility of OTT creators to regulate content, or should parents and society play a more active role in monitoring media consumption? While some argue that OTT platforms should introduce stricter content warnings and enforce parental control options, others believe that viewers themselves, particularly younger audiences, should be educated on responsible media consumption.

OTT content has undoubtedly raised debates about accountability and the potential need for regulation. **Addressing the Issue: Whose Responsibility is It?**

▶ Whose Fault is It?
▶ **Parents:** Should they monitor what their children watch?
▶ **Students and Youth:** Can they differentiate reality from fiction?
▶ **Society:** Is there adequate awareness of media influence?
▶ **OTT Creators:** Should content have stricter age rating?
▶ **A Real Concern?:** Is there enough evidence linking OTT to crime

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मेहनत करने से न कतराएंः प्रो. के.जी. सुरेश

● मोक्षा त्यागी

प्रोफेसर के.जी. सुरेश ख्यातनाम पत्रकार एवं शिक्षाविद हैं। वह माखनलाल चतुर्वेदी राष्ट्रीय पत्रकारिता विश्वविद्यालय, भोपाल के पूर्व कुलपति और आईआईएमसी के महानिदेशक भी रह चुके हैं। आईएमएस गाजियाबाद यूनिवर्सिटी कोर्सेज कैंपस में उनसे एक विशेष कार्यक्रम में भेंट हुई। आईएमएस टुडे रिपोर्टर मोक्षा त्यागी ने विभिन्न विषयों पर प्रोफेसर सुरेश से विस्तार से वार्ता की। प्रस्तुत है बातचीत के प्रमुख अंशः

भारत में पत्रकारिता शिक्षा को और बेहतर बनाने के लिए कौन से सुधार आवश्यक हैं?

पत्रकारिता शिक्षा के लिए कोई नियामक प्रणाली नहीं है, जबकि इसकी सख्त आवश्यकता है। जैसे विधि शिक्षा के लिए बार काउंसिल ऑफ इंडिया और चिकित्सा शिक्षा के लिए नेशनल मेडिकल कमीशन है, वैसे ही मीडिया शिक्षा के लिए मीडिया एजुकेशन काउंसिल ऑफ इंडिया की स्थापना जरूरी है। इसके अलावा, प्रौद्योगिकी तेजी से प्रगति कर रही है और उसके साथ तालमेल बिठाना हमारे लिए एक बड़ी चुनौती है। एक संस्था में उपलब्ध सुविधाएं दूसरी में नहीं हैं, ऐसे में दोनों को मिलकर काम करना चाहिए ताकि हम अपने विद्यार्थियों को बेहतर तरीके से तैयार कर सकें। मीडिया के शिक्षकों को रिस्किलिंग की आवश्यकता है क्योंकि मीडिया में रोज नए बदलाव और क्रांतिकारी परिवर्तन हो रहे हैं। प्रौद्योगिकी और कंटेंट में अपडेट रहना आवश्यक है। पत्रकारिता शिक्षा में अच्छे भारतीय संदर्भ ग्रंथों की आवश्यकता भी महसूस होती है। अब समय आ गया है कि हम पत्रकारिता शिक्षा को सुधारें और सार्थक बनाएं।

कृत्रिम बुद्धिमत्ता के मायाजाल ने पत्रकारिता को किस तरह से प्रभावित किया है?

हमें कृत्रिम बुद्धिमत्ता से डरने की आवश्यकता नहीं है। वीडियो जगत में कई सुविधाएं कृत्रिम बुद्धिमत्ता के कारण ही संभव हुई हैं। इसे एक खतरे के रूप में देखने की बजाय, एक सूत्रधार के रूप में देखना चाहिए। कृत्रिम बुद्धिमत्ता की मदद से हम अपने पाठकों और दर्शकों को बेहतर कंटेंट प्रदान कर सकते हैं। मुझे नहीं लगता कि कृत्रिम बुद्धिमत्ता कभी मानवीय बुद्धिमत्ता से ऊपर जा सकेगी।

भारत में पत्रकारिता का भविष्य कैसा है और आने वाले समय में कौन-सी चुनौतियों का सामना करना पड़ेगा?

भारत में पत्रकारिता का भविष्य बहुत उज्ज्वल है। हालांकि, मीडिया का स्वरूप बदल रहा है। यदि मीडिया अपनी विश्वसनीयता बनाए रखता है, तो जनता हमेशा उससे जुड़ी रहेगी। मीडिया लोकतंत्र का एक महत्वपूर्ण पहलू है। इसकी स्वतंत्रता और विश्वसनीयता हमारे सामने एक चुनौती है।

आप नए पत्रकारों को क्या सलाह देना चाहेंगे जो इस क्षेत्र में अपना करियर बनाना चाहते हैं?

जितना पढ़ सकते हैं, पढ़िए। जितना घूम सकते हैं, घूमिए। हर विषय पर गहराई से पकड़ बनाने की जरूरत है और अपनी भाषा को सुधारिए। किसी भी विषय को गहराई से समझना आवश्यक है। केवल सतही ज्ञान के साथ हम मीडिया में अपनी छाप नहीं छोड़ सकते। मेहनत से कभी बचना नहीं चाहिए। हमें ग्राउंड रिपोर्टिंग की ओर ध्यान देना चाहिए। जितना अधिक पसीना हम अपनी युवा अवस्था में बहाएंगे, उतना ही अधिक आराम से सीनियर बनने पर रहेंगे। इस समय पसीना बहाने से न कतराएं, मेहनत करने से न बचें। हर पल का सदुपयोग करें क्योंकि मस्ती करने के लिए पूरी जिंदगी पड़ी है।

New Avenues of VR in the Education Sector in India

Smriti Kanchan

The future of virtual reality in the education sector in India is promising. With the potential to transform learning experiences, bridge educational disparities, and prepare students for a rapidly changing workforce, VR is poised to play a pivotal role in shaping the future of education. By investing in technology, infrastructure, and teacher training, India can embrace the possibilities of virtual reality and create a more inclusive, engaging, and effective educational system for all students. As we look ahead, it is clear that VR will redefine the educational landscape, making learning a more immersive and impactful experience.

New Delhi: The rapid evolution of technology has opened new avenues for enhancing educational experiences, and Virtual Reality (VR) stands at the forefront of this transformation. In India, a nation characterized by its diverse educational landscape and a growing emphasis on technology, the integration of VR into the education sector holds immense promise.

Virtual Reality offers an immersive learning experience that can significantly enhance student engagement. Traditional teaching methods often struggle to capture students' attention, especially in subjects that require visualization, such as science and history. VR can transform a mundane classroom into an interactive environment. For instance, students can virtually explore the solar system, dive into the depths of the ocean, or walk through ancient civilizations. This level of engagement not only makes learning more enjoyable but also improves information retention.

The hands-on learning provided by VR is particularly beneficial in practical subjects. In fields like science and engineering, students can conduct experiments in virtual labs, reducing the risks associated with real-life experiments. Medical students can practice surgeries in a simulated environment, gaining valuable experience without the pressure of real-life consequences. This approach can help bridge the gap between theoretical knowledge and practical application, ensuring that students are better prepared for their careers.

India faces significant disparities in educational resources, particularly between urban and rural areas. Many rural schools lack access to quality teaching materials and experienced educators. VR can help bridge this gap by providing students in remote areas access to high-quality educational content and experiences. With VR headsets and internet connectivity, students can explore advanced learning resources that would otherwise be out of reach.

The COVID-19 pandemic highlighted the need for effective remote learning solutions. VR can enhance online education by creating interactive virtual classrooms where students can engage with their peers and teachers in real time. This technology fosters a sense of community and collaboration, making remote learning more effective and enjoyable.

As the job market evolves, so do the skills required for success. VR can play a crucial role in vocational training by simulating real-world job environments. For example, students in fields such as hospitality, engineering, and healthcare can gain practical experience through VR simulations, better preparing them for their future careers. This hands-on training can also reduce the skill gap that often exists between education and employment.

Beyond technical skills, VR can facilitate the development of essential soft skills such as communication, teamwork, and problem-solving. Through virtual group projects and role-playing scenarios, students can practice these skills in a safe environment, making them more adaptable to workplace dynamics.

Despite its potential, the implementation of VR in education faces several challenges. The cost of VR equipment and the need for robust technological infrastructure can be prohibitive, particularly for underfunded schools in rural areas. High-speed internet access is also a prerequisite for effective VR deployment, and many regions in India still lack reliable connectivity.

For VR to be effective, educators must be trained to integrate this technology into their teaching practices. Professional development programs will be crucial in equipping teachers with the skills necessary to leverage VR effectively. Without proper training, the potential of VR may remain untapped.

Collaboration between educational institutions, technology providers, and government agencies can foster innovation and ensure that VR solutions are tailored to meet the specific needs of Indian students. Such partnerships can facilitate the sharing of best practices and resources across different regions.

Lecture on The Sino Indian Relationship Conflict and Co-operation

IMS News Service

Ghaziabad: Ghaziabad Management Association has organized a lecture on The Sino Indian Relationship Conflict and Co-operation at IMS UC.

The speaker was Lt Gen (Retd) Dr. Rakesh Sharma, PVSM, UYSM, AVSM, VSM. He started by explaining China's power in terms of its economy which is larger than USA, largest military and does trade with 130 countries.

He emphasized need to redefine the definition of WAR: Technological, Political, Economical, Cyber, Trade, cognitive or water war. Lt Gen used a new word: Grey Zone which can be taken as state of being between war & peace where adversaries aim to achieve geopolitical or territorial ends without military aggression and crossing the threshold of open warfare. India is considered as geopolitical challenge by china as Indian global legitimacy as a democracy, soft power and attractiveness to the world.

Chinese influence in India is in entertainment industry, academics, think tank, social organization, media, technology sector and investments etc.

Perseverance and politics can be one which can resolve border issue.

Session on Digital Detoxification

IMS News Service

Ghaziabad: Ghaziabad Management Association has organized a Session on "Digital Detoxification" at Mewar group of institutions, Ghaziabad.

The session started with an exercise by asking all participants to stand up and raise their right hand on right question and left hand on wrong question. At wrong answer, they were asked to sit down.

The exercise was to start concentration for the session. The resource started explaining: What is digital detoxification and the impact of the Media. Examples and exercises were done to explain the good, bad and ugly of digitalization.

As per statistics, average 1000 WhatsApp messages are written by an individual in a day. It was explained: How to do a digital detox, from FOMO TO JOMO.

The session was interesting and interactive.

The speaker was Mr. Rajiv Goel, a seasoned trainer, B. Tech, M.Tech. having 30 years in marketing with Reliance Industries Ltd and Birla Corporation Ltd.

SCI-TECH WORLD

Bhoomi Bansal

The world of science and technology is constantly evolving, bringing new advancements that can change how we approach health and well-being. Two recent innovations, the use of menstrual blood as a diagnostic tool and a new CAR-T therapy target for cancer, are making headlines. But how are these relevant to students?

Menstrual Blood as a Diagnostic Tool

In early 2024, the U.S. FDA approved the Q-Pad, a menstrual pad that can measure blood sugar levels using menstrual blood. This groundbreaking pad allows women to track their health, especially blood sugar, through a simple, non-invasive method. The potential of menstrual blood as a diagnostic tool could extend to detecting other health issues like HPV or endometriosis in the future. For students studying biotechnology or healthcare, this innovation opens new areas of research and highlights the potential of everyday biological processes for health monitoring, inspiring future exploration of non-invasive diagnostics.

New CAR-T Therapy Target for Cancer

Scientists have identified endosialin, a protein linked to tumour growth, as a new target for CAR-T cell therapy. This therapy could help stop the spread of cancer, particularly in breast cancer, by attacking tumours without damaging healthy tissue. In tests on mice, endosialin-targeted CAR-T therapy showed promising results, suggesting it could be effective in treating various types of cancer. For students interested in medical research or oncology, this discovery showcases the power of targeted therapies and offers a glimpse into the future of cancer treatment, sparking interest in contributing to cutting-edge cancer research.

GMA Organized a Badminton Tournament

IMS News Service

Ghaziabad: Ghaziabad Management Association organized a Badminton tournament at Indoor stadium at RKGIT, Ghaziabad. This was the first ever effort by GMA. 22 players of GMA members and their family members participated. The champions were Mr. Pranav Jain/Mr. Karnav while runners up were Mr. Yogendra/Mr. Lakshay Tyagi, President, Sr. Vice President, ED of GMA also played mixed double matches along with their wives. Members advised to have this tournament twice in a year.

Session on Financial Literacy

IMS News Service

Ghaziabad: Ghaziabad Management Association organized a session on "Financial Literacy" at RKGIT, Ghaziabad. The topics covered were: What do you do with your money? Impact of Inflation, Investing - the safeguard against inflation, The importance of Financial Planning, availability of various options, Financial Goal Planning Tool, Importance of Multiple financial goals in our life with time line with a price tag, Benefit from Power of Compounding, Rupee Cost Averaging, Inflation eats away the purchasing power of money overtime, how to earn inflation beating returns, overcome biases/emotional biases, flexibility of tenure/ amount/ frequency, Creating wealth in Long Term, Myths vs. Facts for the savvy investors. The speaker was Varun Paul, channel head – KCG, Bjaj FinServ. 38 participants including students, Faculties attended the very informative and interactive session.

Vishleshan 2024 : National Level Summer Internship Project

Ghaziabad (IMS News Service): Ghaziabad Management Association has co-hosted and co-organized Vishleshan-2024 – National Level Summer Internship Project (SIP) Competition, in collaboration with the Institute of Management Studies (IMS). This competition offered a remarkable opportunity for Undergraduate (BBA/B. Com/ BCA/B.A.) and Postgraduate (PGDM/MBA/MIB) management students to showcase their Summer Internship Projects (SIP) in front of a distinguished audience comprising industry professionals, academic leaders, and fellow students.

Session on Cyber security and Ethical Hacking with AI

IMS News Service

Ghaziabad: Ghaziabad Management Association has organized a Session on "Cyber security and Ethical Hacking with AI" at Mewar group of institutions, Ghaziabad. The topics covered were: Practical on Linux, Kali Linux & Penetration Testing. Ethical Hacking (Practical Configuration): Ethical Hacking, types of Hacker, Phases of Ethical Hacking, Reconnaissance, Host discovery, Port Scanning, Vulnerability Scanning, Gaining Access, Maintaining Access. **Social Engineering (For Configuration):** Different types of Social Engineering attacks, Eaves dropping, Shoulder surfing, Dumpster diving, Impersonation, Phishing, how to protect yourself from Social Engineering. **Malwares (For Penetration Testing & Vulnerabilities):** Types of Malwares, Virus, Worm, Ransomware, Trojan Horse, Keyloggers, Spyware Basic. The session was an eye opener and knowledgeable for students.

Session on Introduction to Enterprise Risk Management

Ghaziabad: Ghaziabad Management Association organised a session on Introduction to Enterprise Risk Management at Institute of Management Technology (IMT) Ghaziabad.

The session covered Evolution of Risk, Overview of Global Standards of Risk Management, Value of ERM and Evolving Regulatory Requirements.

The Influence of OTT Content on Rising Crime Rates

4) Burari Mass Deaths in Delhi (2018)

The Burari family deaths involved 11 family members in Delhi who were found dead in an apparent mass suicide. While initially, no link to OTT content was established, a closer investigation revealed that family members had recently been consuming occult and horror content on OTT platforms. Although speculative, authorities suggested that the family may have been influenced by supernatural themes present in OTT media, contributing to this tragic incident. OTT platforms have fewer restrictions compared to traditional media, often showcasing explicit scenes, violence, and criminal activities with greater realism. Studies suggest that repeated exposure to such unfiltered content could influence viewers' perceptions and tolerance for deviant behavior, especially in younger, impressionable audiences. Psychologists point to desensitization, where repeated exposure to violent or illegal behavior may reduce the viewer's emotional response, making them more likely to consider such actions acceptable or at least less objectionable. In addition, OTT content frequently presents criminals as "heroes" or anti-heroes, which might inadvertently glamorize or normalize illegal actions, especially when consequences are downplayed or ignored.

Ultimately, the connection between OTT content and crime is complex and layered. We cannot definitively say if exposure to certain shows directly leads to criminal behavior, though it may amplify tendencies in susceptible minds. So, where does the responsibility truly lie? With parents and guardians to monitor content? With OTT platforms to regulate more strictly? Or are we just confronting an inevitable aspect of modern life, where media influence, personal choice, and social context are all entangled?

माँ भारती को नमन

जिस की शस्यश्यामला प्रकृति आज भी मन को करबस मोह लेती है। जिस भारत मां के चरण प्रक्षालन हेतु सागर स्वयं श्री विष्णु के पद नख को छोड़ कर उपस्थित हुआ है। उसकी महिमा का गुणगान तो देव, गन्धर्व, एवं किन्नर भी पूर्ण रूप से सक्षम नहीं है। जिसकी रज में, रेणुका में आज भी दिव्य शक्तियों का स्पंदन महसूस किया जा सकता है। यह वह पावन भूमि है जहां देवता जन्म लेने के लिए तरसते हैं। भारत दो शब्दों का योग है, भा+रत, भा का अर्थ है प्रकाश और रत का अर्थ है समाया हुआ। इस प्रकार इसका अर्थ हुआ प्रकाशित भू-भाग में प्रभु का एक रूप प्रकाश भी है। ज्ञान का भी सम्बोधन प्रकाश शब्द से किया जाता है। कहने का निष्कर्ष यह है कि भारत भू-भाग प्रकाश का स्थान है। अर्थात स्वयं प्रकाशमान ईश्वर का स्वरूप है। जिस पुण्य धरा पर ज्ञान के भण्डार समस्त वेद प्रकट हुए। इसी पावन भूमि पर स्वयं श्रीकृष्ण के द्वारा कर्मवाद पर आधारित उत्कृष्ट वचनदान के रूप में भगवद गीता का उपदेश दिया गया। भारत का सम्पूर्ण सत—साहित्य वैदिक ज्ञान से प्रभावित है। इसका स्वरूप प्रभाव किसी युग में, किसी काल में तथा किसी अवसर पर निष्फल होने वाला नहीं है। यह हम सभी भारतीयों का गर्व है। यह विशेषताओं से भरा ज्ञान से लबालब यह भण्डार हैं, जी अक्षुण्ण हैं। यदि यह सब विशेषताएं न भी हो तो भी हमारा देश है– अच्छा है या अच्छा नहीं है। फिर भी यह हमें प्राणों से अधिक प्यारा है। हम किस प्रकार और क्यों अपने देश से सद्गारी सहन करें। हम क्यों अपनी संस्कृति को अशुद्ध करायें। जो भारत में निवासित है में भारती की संतान है। वे सभी भारतीय है। और इस नाते हम सभी का यह कर्तव्य बन जाता है कि जिनके निकृष्ट कामों से भारत मां का सीना छलनी – छलनी , कपितय कपूतों के कारण परतंत्रता का दीप झेलना पड़ा है। उन सभी को यह एहसास कर दें कि माँ भारती की संतान कायर नहीं। यह वह संतान है जिन महान शूरवीरों के भागीरथी प्रयत्नों एवं बलिदानों से स्वतंत्रता मिली। अब इसकी सुरक्षा की जिम्मेदारी हमारी बनती है। तो आइए। ठंडी यवास ले किन्तु रक्त के उबाल को ठंडा न होने दें। हम सब एक ही माता-पिता की सन्तान हैं। वेदों में कहीं भी जाति-पांति भेदभाव का उल्लेख नहीं है। कुछ स्वार्थवादी लोगों द्वारा अपने कुतकों को सिद्ध करने के लिए आर्य समाज – नरोड कर द्रोग किया गया है। राजनीति में देशभक्ति की आवश्यकता होती है। लेकिन जब जब वंशवाद, परिवार वाद, निज-स्वार्थ, समाज को भ्रमित करता है तब तब देश की हानि ही होती है। तो आइए हम सब अपनी बुद्धि में अपना रूपी प्रकाश का दीप जलाये और किसी भी अज्ञता मूलक भ्रम को स्वीकार न करें। कोयले और हीरे में भेद का ज्ञान रखें। देवत्व और दानवत्व के अंतर स्वरूप को पहचाने और भारत मां का ऋण उतारने के फिर पूर्ण पवित्र मन: भावना से श्रद्धाशील हो जाये और उसी पवित्र मन से अपना अमूल्य तथा बहुमूल्य वोट दीजिए। वोट देना हमारा मौलिक अधिकार है। अंत में सभी माँ भारती के सन्तानों से करबद्ध निवेदन है कि वोट अवश्य करें।

Influence of AI and Strategies to Maximize its Benefits

Moksha

New Delhi: AI relies on data and algorithms for content. AI tools can cover black-and-white areas of a topic but grey areas are more subjective and the intended tone can get lost. Additionally, search engines may flag content that resembles existing published works, as AI often draws from the same sources. These tools compile information from multiple websites and rephrase it.

For content to be credible and informative, it requires thorough human oversight, which can be challenging when synthesizing information from diverse sources. AI-generated content may sometimes contain misinformation or be used as part of a specific agenda. While AI can be a time-saver, human oversight is essential to ensure the quality of articles. AI tools gather information from various websites and compile it into a single piece. However, there can be errors to correct like mismatched product descriptions regarding textures and colours.

This often happens because AI tools struggle with the nuances of adjectives. AI tools rely on existing data to generate content, which means they struggle to produce original ideas. This limitation makes it challenging for them to create new content that addresses the latest trends and topics. It's hard to foresee how misinformation or fact-checked information will affect our brains over time.

CASE STUDY - Zomato

Along with its quick commerce platform Blinkit, has launched an exciting new feature named 'Recipe Rover,' powered by leading AI models like ChatGPT and Midjourney. This innovative tool showcases a variety of recipes based on the food item a customer searches for within the app. Additionally, the company aims to incorporate generative AI into areas such as product photography and customer support. With a wealth of customer data at its fingertips, Zomato is well-positioned to develop even more user-friendly features in the future.

Challenges posed by AI-generated content:

- Issues with plagiarism in the content
- Instances of duplicated content
- Questions about credibility
- Spread of misinformation
- Distribution of disinformation
- Difficulty in generating unique ideas
- AI content creation is time consuming

Impact of AI on creativity

- Over-Reliance on Automation
- Reduced Emotional Depth
- Challenging the Boundaries of Originality
- Loss of Personal Style
- Creativity Constrained by Algorithms
- Decreased Skill Development

Tips for Smart AI Usage

- Great for brainstorming ideas
- Review and refine your drafts
- Focus on key terms and expressions
- Create concise texts such as product descriptions
- Convert content into multiple languages
- Grammar checker and spelling corrections
- Provide ready-made templates

CASE STUDY : AI will affect your job

Writer Benjamin Miller – not his real name – was thriving in early 2023. He led a team of more than 60 writers and editors, publishing blog posts and articles to promote a tech company that packages and resells data on everything from real estate to used cars. "It was really engaging work," Miller says, a chance to flex his creativity and collaborate with experts on a variety of subjects. But one day, Miller's manager told him about a new project. "They wanted to use AI to cut down on costs," By 2024, the company laid off the rest of Miller's team, and he was alone. "All of a sudden I was just doing everyone's job," Miller says.

Companies such as Zomato and Swiggy are beginning to explore the use of AI tools in their operations as well. As we continue to seek out and engage with AI-generated content, it may also influence our creativity in various ways. Indian firms are partnering with international leaders to provide enhanced services to their customers.

AI-generated content works best as a writing aid rather than a sole reliance on technology. For writers struggling to organize their thoughts or brainstorm ideas, AI can provide a helpful starting point.

Certain tools can suggest what to include for broader subjects, making the research process more focused. To ensure an article is well-optimized, writers can use AI tools to evaluate their drafts. These tools can also identify important keywords and phrases to incorporate. Additionally, AI can assist with grammar checks and spelling corrections. With the ability to produce a large volume of content quickly, AI is an excellent solution for alleviating the monotony of repetitive tasks. While some communications benefit from a more emotional touch, shorter texts like product descriptions, metatags, ad copy, and social media posts are well-suited for content generators. To reach a wider audience, AI generators can also help translate content into various languages.

Furthermore, AI tools can aid in crafting emails or other templates, with some offering a variety of pre-made templates for users to customize. The grammar and word selection feel a bit off. You tend to remove more elaborate words like 'therefore' and 'nevertheless' that aren't really suitable for casual writing. Also, it's essential to verify all the facts since AI can create inaccuracies, which can be time-consuming because it involves more than just the main concepts. Our civilization's accomplishments are a testament to the collective intelligence of humanity, from mastering fire to exploring the cosmos. We grow by learning from our errors.

Sanchita Mukherjee

विश्वविद्यालयों की खबरें

- **Global Education Conclave 2024:** India Strengthens International Education Ties for Future-Ready Careers
  The Global Education Conclave 2024 emphasises India's growth in international education, discussing student mobility, education partnerships, and industry alignment to prepare future-ready careers.
- School bomb threats which caught limelight of the most notoriously planned ones, that shook India.
  On October 22, multiple schools across India received hoax bomb threats vie e-mails which affected the schools nationwide.
- Cabinet approves PM-Vidyalaxmi scheme to provide financial support to students.
  The Union Cabinet on Wednesday approved the PM-Vidyalaxmi scheme to provide monetary support to meritorious students so that financial constraints do not prevent them from pursuing quality higher education, Union Minister Ashwini Vaishnaw said.
- Delhi University to introduce stricter measures to curb repeated violations in students, indicates the Union polls.
  It is planning to stop the use of "money & muscle power" in the students union elections, after the issues which occurred in the year polls led to a Delhi High Court intervention.
- Convocations for approximately 19 state universities were held in October in Tamil Nadu.
- UGC NET 2024 notifications will be available soon on the website till the month of December
- Universities built strategies at India GHEAF 2024
  The India Global Higher Education Alliance Forum 2024, hosted by College Board at The Lalit, brought together prominent international and Indian universities, as well as K12 schools, for a day of collaboration and strategy aimed at enhancing global student transitions to higher education.

The Positive Thinking can Change Your Life

Khushi Bist

New Delhi: The power of thinking positively is remarkable. In fact, the idea that your mind can change your world almost seems too good to be true. If you start thinking positively then automatically positive vibes start attracting, you. When you think and talk about what you want each day then gradually you start attracting that. When you think about something that makes you happy, your brain releases Endorphins- the happiness hormone which give you a generalized feeling of well being and as a result, you develop a positive attitude.

It's common for people to focus on negative things. This is known as "negativity bias," which means our brains naturally pay more attention to bad experiences than good ones. For example, if someone receives ten compliments and one criticism, they might spend more time thinking about the criticism.

If you are looking for something good or beneficial in a person or situation, you will always find it. Rather than getting upset and blaming someone else for what has happened. Resolve today to learn how to develop positive attitude towards yourself, the people around you and your life. The best way to train your mind to think positive is when a negative event occurs, remember that it's your response that truly determines the outcome.

The Benefits of Positive Thinking

- **Better Mental Health –** Positive thinking can improve mental health by reducing stress and anxiety. People who focus on good things in life are less likely to dwell on their worries. This does not mean that they ignore problems, instead they approach challenges with a solution focused mindset.
- **Improved Physical Health –** Research shows that positive thinking can also lead to better physical health. People with positive mindset tend to take better care of themselves by eating well, exercising, and getting enough rest. This helps to lower blood pressure, boost the immune system, and reduce the risk of heart disease
- **Stronger Relationship-** Positive thinking can also improve relationships. People who focus on the positive are usually more pleasant to be around. They are often kinder, more understanding, and more supportive, which makes it easier to build trust and connection with others
  While it's easy to focus on problems, choosing to see the good and find solutions can bring hope and happiness. By developing a habit of positive thinking, you can change not only your life but also inspire those around you to do the same.

How Positivity Changes Lives

- Laxmi Agarwal, who survived an acid attack at 15, is a powerful example. Instead of letting the attack destroy her spirit, she became a campaigner for other survivors, working to strengthen laws against acid sales. She also became a motivational speaker and model, showing the world that inner strength and confidence can shine through any adversity. Laxmi's story proves that with a positive attitude, even the toughest challenges can be overcome.
- Deepa Malik, paralyzed from the waist down due to a spinal tumor, exemplifies the power of positive thinking. Refusing to let her disability limit her, she became the first Indian woman to win a Paralympic medal, earning silver in shot put at the 2016 Rio Games. Beyond sports, she advocates for disability rights, proving that resilience and a positive mind set can turn challenges into opportunities, inspiring many to believe in their potential.

Sudoku

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

NOVEMBER is National Healthy Skin Month

Anjali

November is National healthy skin month. The American Academy of Dermatology (AAD) started this annual event in 1997 to raise awareness about the importance of healthy skin.

Healthy skin is important because it can prevent sickness or damage to the bones, muscles.

"National Healthy skin month is an opportunity to learn about skin health and conditions and to share resources and information with your patients and community of members.

A winter season welcomes colder temperature due to which skin rashes and skin problems happens. Winter weather can exacerbate certain skin conditions due to the dry, cold air and indoor heating, which can strip moisture from the skin. Here are some common skin problems that may be triggered or worsened during the winter months:

- Dermatitis
- Asteatotic
- Rosacea
- Cod urticaria
- Psoriasis

Winter rash symptoms:

- Rough and scaly patches
- Itching
- Flaking
- Inflammation
- Skin discoloration like skin becoming red, pink, violet, gray or brown depending on skin tone

Treatment:

- Treatment for winter rash should focus on remoisturizing the skin and soothing any irritation, people can use moisturizer, oils or creams to nourish and rehydrate the skin.
- A dermatologist will likely prescribe medications or topical ointment for people with skin condition such as rosacea or dermatitis.
- Making simple lifestyle changes can also help.

Home remedies: People can try the following home remedies to relieve the symptoms of winter rash.

- **Moisturize :** Applying moisturizer after taking a bath or shower can help prevent the skin from losing moist.
- **Natural oil:** Help to soothe and replenish irritated skin such as coconut oil, safflower oil, Avocado oil (contains vitamin C, D, E)
- **Avoid harsh soap :** Exposure to cold, dry air can weaken the skin and make it more sensitive than usual people who experience winter rash might benefit from changing their regular cleanser and body wash during the winter.
- **Turn down the heat :** Central heating system suck moisture from the air and people should use them sparingly even when cranking up the heat seems like a good way to escape the cold.
- **Use a humidifier :** A humidifier can bring much needed moisture back into the home.

Winter rash prevention:

- Run a humidifier in your house, especially switch to showering every other day, and use lukewarm water.
- Stick to natural, fragrance-free soap.
- Wear a hat, scarf, gloves, and other protective clothing.
- Wear sunscreen when spending a prolonged period outside.

Risk factor for winter rash:

Anyone can get winter rash, but some people are at higher risk than others. A history of certain skin condition can increase a person's likelihood of developing winter rash

- Having rosacea
- Having eczema
- Having asthma
- Allergies
- Spending long periods outside
- Viral or bacterial infection
- Older age
- Stress
- Sensitivity to ingredients in cosmetics or other skin products.

Knowledge | Solve Quiz No. 121 | For Students

1. Saffron' is obtained from which among the following parts of the plant?
a) Stigma
b) Anther
c) Stamen
d) Pollen

2. Anemophily' is pollination by
a) Birds
b) Wind
c) Ants
d) Bats

3. Which of the following tests is used for the diagnosis of 'Colour-Blindness' in people
a) Ishihara Test
b) Widal Test
c) ELISA test
d) Rorschach test

4. What kind of operations can a computer carry out?
a) Arithmetic and Logical
b) Verbal and Logical
c) Logical and cognitive
d) Verbal and Arithmetic

5. Which of the following are part of the Logical Operations of the computer?
a) Addition
b) Greater than
c) Subtraction
d) Differentiation

6. Which was the world's first electronic digital programmable computer?
a) Z3
b) Colossus
c) Enigma
d) Z2

7. V-RAM is used for access of the following?
a) Video and graphics
b) Text and images
c) Programs
d) None of the above

8. One kilobyte has?
a) 1000 bytes
b) 128 bytes
c) 1024 bytes
d) 1056 bytes

9. Which of the following computer memory is both static and non-volatile?
a) RAM
b) ROM
c) Cache memory
d) Hard disk

10. What is the definition of a nibble?
a) A small byte
b) A group of 2 bytes
c) A group of 4 bits
d) None of the above

Participation format

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

Answers (QUIZ-120) October, 2024 issue:

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

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

डिजीटल अरेस्ट होने का रहस्य ?

आज भारतीय समाज में डिजीटल अरेस्ट एक बहुत बड़ी समस्या बन कर उभरी है। यह साइबर क्राइम का नया स्वरूप है। पिछले कुछ महीनों से लोग बहुत तेजी से इसकी चपेट में आए हैं।

हैरानी की बात यह है कि डिजीटल अरेस्ट का सबसे ज्यादा शिकार पढ़े-लिखे लोग मसलन डॉक्टर, अधिकारी, व्यवसायी, रिटायर्ड अधिकारी और सेना के अधिकारी हो रहे हैं। यह समस्या इतनी गंभीर होती जा रही है कि प्रधानमंत्री नरेंद्र मोदी को भी डिजीटल अरेस्ट के बारे में लोगों से सावधान रहने का आग्रह करना पड़ा। इस गंभीर होती समस्या में दो बातें अत्यंत महत्वपूर्ण हैं। पहला यह कि ज्यादातर पढ़े-लिखे लोग ही इसका शिकार क्यों हो रहे हैं? दूसरा, आखिरकार स्कैमर्स को लोगों का एकदम सटीक डाटा मिलता कहां से है? यह मामला इतना गंभीर है कि पिछले तीन महीने में केवल दिल्ली-एनसीआर में डिजीटल अरेस्ट के 600 से अधिक मामले चुके हैं। इनमें लगभग 400 करोड़ रुपये से अधिक की धोखाधड़ी हुई है। ये सभी रिपोर्टेड मामले हैं। देश भर में रिपोर्टेड और अनरिपोर्टेड मामलों की संख्या बहुत अधिक है। हम सभी को यह समझ लेना चाहिए कि डिजीटल अरेस्ट होता क्या है?

दरअसल, डिजीटल अरेस्ट एक तरह का साइबर फ्रॉड होता है जिसमें धोखेबाज आपको अज्ञात नंबर से फोन या वीडियो कॉल करके पुलिस या प्रवर्तन निदेशालय (ईडी) या आयकर विभाग का अधिकारी बनकर धमकाता है और आपसे पैसे एेंठने की कोशिश करता है। वह आपको बताता है कि आप किसी अपराध में शामिल हैं अथवा आप संलिप्त हैं। आपसे पैसे की डिमांड करता है और कहता है कि अगर आप पैसे नहीं देते तो आपको गिरफ्तार कर लिया जाएगा। स्कैमर्स इस दौरान फोन कॉल डिस्कनेक्ट नहीं करने देता है और एक तरीके से वह आपको आपके घर या कार्यालय में ही डिजीटली अरेस्ट कर लेता है।

सबसे अहम सवाल यह है कि फ्रॉड करने वाले इन स्कैमर्स को आपका सटीक डाटा मिलता कहां से है? ऑनलाइन स्कैमर्स, लोगों का डाटा कई तरीकों से हासिल करते हैं। फि शिंग ईमेल या वेबसाइट स्कैमर्स, ईमेल या एसएमएस के जरिए फि शिंग लिंक भेजते हैं। वे लिंक क्लिक करने पर, यूजर फेक वेबसाइट पर पहुंच जाता है। वहां से स्कैमर्स, लोगों की जानकारी चुरा लेते हैं।

स्कैमर्स, मोबाइल डिवाइस को मलवेयर से संक्रमित कर सकते हैं। इससे, डिजीटल वॉलेट ऐप से सीधे भुगतान जानकारी चुराई जा सकती है। स्कैमर्स, असली ऐप या वेबसाइट की तरह दिखने वाले नकली ऐप या वेबसाइट बनाते हैं। लोग कई बार एेसे ऐप को अपने डिवाइस पर डाउनलोड कर लेते हैं। आज सोशल मीडिया का जमाना है और स्कैमर्स, सोशल इंजीनियरिंग हमलों का इस्तेमाल करके, यूजर का भुगतान डेटा साझा करने के लिए धोखा देते हैं। इसके अलावा स्कैमर्स, यूजर के डिवाइस और भुगतान टर्मिनलों के बीच संवाद को बाधित करते हैं। उसके साथ ही वे भुगतान डेटा पर कब्जा कर लेते हैं।

कई बार एेसा होता है कि हम सार्वजनिक स्थानों पर असुरक्षित वाई-फाई का इस्तेमाल कर लेते हैं। फ्रॉड करने वाले इसी दौरान हमारे डिवाइस पर एेक्सेस लेकर हमारा डाटा चुरा लेते हैं।

दूसरा अहम सवाल यह है कि पढ़े लिखे लोग भी स्कैमर्स के जाल में क्यों फंसते हैं? इसका प्रमुख कारण है लोगों के अंदर पुलिस और जांच एजेंसियों का डर। इस डर के दो कारण हो सकते हैं। पहला कारण जांच एजेंसियों की कार्यप्रणाली के बारे में लोगों को यह जानकारी नहीं होती कि क्या कोई जांच एजेंसी फोन और वीडियो कॉल पर स्टेटमेंट रिकॉर्ड करती है अथवा बचाने के नाम पर ऑनलाइन पैसा भी मांगती है। दूसरा कारण भी बहुत महत्वपूर्ण है। अगर पीड़ित व्यक्ति सचमुच गलत काम कर रहा है तो वह आसानी से स्कैमर्स के झांसे में आ सकता है। लेकिन अगर व्यक्ति गलत काम कर रही नहीं रहा तो उसके डरने का सवाल ही नहीं उठता। वह स्कैमर्स का डटकर मुकाबला करेगा और अगर वह चाह ले तो स्कैमर्स को एक्सपोज कर भी कर देगा। आज जिस तरीके से डिजीटल अरेस्ट के मामले बढ़ रहे हैं, उसको देखते हुए लोगों को अत्यधिक जागरूक रहने की आवश्यकता है। अनावश्यक आने वाले फोन, कॉल से सतर्क रहें। आज हर व्यक्ति को समझने की जरूरत है कि वे इस तरह के मामलों के झांसे में न आएं। संदिग्ध या अनावश्यक कॉल को न उठाएं अथवा काट दें। इस बात का हमेशा ध्यान रखें कि पुलिस या कोई भी सरकारी एजेंसी कभी भी फोन कॉल या वीडियो कॉल पर किसी भी तरह के मामले की जांच या स्टेटमेंट रिकॉर्ड नहीं करती है।

Tips to Protect Human Rights

Anjali

Human Rights Day is observed annually on 10th of December every year, to mark the anniversary of the adoption of universal declaration of human rights.

"There is a commission to celebrate HUMAN RIGHTS DAY i.e. NHRC called as National human rights commission, which work to promote and protect human rights in India.

The activities included to promote applicability of rights in India are;

▶ Publishing a monthly newsletter in Hindi and English.
▶ Publishing books and journals.
▶ Promoting human rights education and awareness.
▶ Organizing workshops and internships.
▶ Hosting an annual debate competition for the central armed police forces.
▶ Hosting a short film competition on human rights.

Human rights day this day emphasis the fundamental rights and freedoms that belongs to all individuals, regardless of nationality, ethnicity, or any other status.

There is celebration on "HUMAN RIGHTS DAY "by (NHRC) National human rights commission by organizing a program at Bharat Mandapam in New Delhi. The program includes senior officer, diplomats, academics, member of civil society, the vice president of India is the chief guest at the event.

The UDHR was adopted by the United Nations General Assembly in 1948. It guarantees inalienable rights to all people, regardless of their race, religion, color, sex, language, political or other opinion, national or social origin, birth or other status.

Human rights day is a time to demonstrate solidarity and act to end violence, inequality, and injustices.

Human Rights at a Glance
▶ The right to life, liberty, and security
▶ Freedom from torture and cruel, inhuman, or degrading treatment.
▶ The right to recognition as a person before the law.
▶ The right to equality and non discrimination.
▶ The right to freedom and expression.
▶ The right to education.
▶ The right to seek asylum.

Specific Rights
Civil and political rights
These rights include the freedom to participate in civil and political life without discrimination or repression.
Economic, social, and cultural rights
These rights target the economic, social, and cultural livelihood of people.
Right to education
This right is recognized in the UDHR the covenant on economic, social, and cultural rights and the convention on the rights of the child.
Health
The declaration and the who constitution both assert that health is a fundamental human rights.

SOCIAL MEDIA PHENOMENA & INDIA ELECTION

Mohd Sameer

Since the advent of social media, it is becoming increasingly alluring day by day throughout the world. It has not only made the communication less impendent and censorship free but also has a profound impact on every aspect of our daily life. It has changed the way and style of our judgement and rationality, and doing things. It has made history by bringing social and political changes in various countries of the world.

The Anna Aandolan and the Arab Spring are two famous examples of its use in national and international context, when it has brought a revolution and changed the complete scenario of the nation.
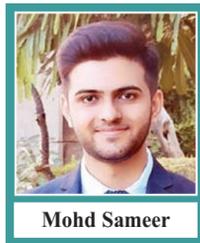
Politics is the most discussed and polemic topic in India. Unemployment, illiteracy, huge population and so many problems are presenting challenges on many fronts before the nation but from an illiterate to a scholar, a rickshaw driver to a leader, a vendor to a businessman, all ages, all genders, all communities, all religions or language speaking people are so much interested in politics of the country than they discuss it like experts.

There is a strong affinity between media and politics. Both are interconnected with each other and without one, the other has no relevance in a democratic system of governance. For example, a newspaper has near about eighty-five percent news related to the politics and if one removes all political news from it then newspaper will remain only a bundle of papers. Actually, politics is a function and media is a tool to address it.

In recent years, social media has dramatically altered the landscape of Indian elections, influencing everything from voter behavior to campaign strategies. Platforms such as Facebook, Twitter, Instagram, and WhatsApp have transformed from mere networking sites to crucial political tools. India's vast youth population and growing internet penetration give social media a unique role in shaping opinions, disseminating information, and mobilizing voters.

Platforms like Facebook and Twitter allow politicians to engage with voters directly, bypassing traditional media gatekeepers. It also provides a platform to politically untouchable or unheard sections of the society, and gives them an equal opportunity to voice their opinion. Today, social media has become indispensable for candidates to connect with voters, especially urban and rural youth.

Social media has raised political awareness among citizens, especially first-time voters. Election-related hashtags, live-streamed debates, and campaign events give people real-time access to information.

However, one of the most concerning aspects of social media's impact on elections is the spread of misinformation. Fake news and doctored content are widely shared during elections, misleading voters and creating biased narratives.

Predominantly such content is posted 1-2 days prior to voting and has impacted the voter's mind even before it is verified. The rise of social media has, in some ways, also undermined traditional media's role in corroboration and filtration of news. Politicians can now post directly without undergoing media scrutiny, which can lead to unbridled statements and a lack of accountability. Social media has brought both challenges and opportunities to the Indian electoral process.

FACEBOOK: Over 220 million interactions related to the elections were recorded on Facebook, showcasing the platform's significant role in shaping public opinion and political discourse.

INSTAGRAM: Although exact numbers aren't available, Instagram played a substantial role in the elections, with millions of political posts and stories being shared, leveraging its visual-centric platform to engage voters .

TWITTER: The platform saw an impressive 5.4 million tweets related to the elections, demonstrating its potential for real-time communication and influencing public perception

WHATSAPP: This messaging platform was also utilized by political parties and candidates to disseminate messages, engage with voters, and garner support .

WILL PRINT MEDIA DIE IN THE DIGITAL ERA

Nandini Agarwal

Digital media has revolutionized the way of consuming information. The rapid development of the internet is changing the human civilization in an unprecedented depth and breadth. As technology evolves, digital media continues to shape how we consume and interact with information. The media outlets are also finding new presence on social media and are changing the layout of their work. The digital media world has allowed for more information to be spread quicker than ever and has opened new opportunities for advertisers and finding new ways of engagement. Social media changed the way news is presented, disseminated, and interpreted.

In India, print's ad share has been declining, dropping from 34% in 2017 to 20% in 2023. It is projected to drop further to 18% in 2024 and 16% in 2025. A survey of Indian online newspaper readers found that print has been losing young readers. 18% of 15-20 age group, 12% of 20-30 age group, and 8% of 30-40 age group readers have reduced their interest in print newspapers. The news brand advertising expenditure has abatement, while the yearly spend on digital advertising has been increasing year-on-year. The issue of reduced spend on newspaper advertising is a major one but it also presents an opportunity. News firms can improve their digital standing and use the advertising proceeds from that medium to cover for the declining advertising expenditure from newspapers. Print media continues to play a crucial role in education. Textbooks, academic journals, and reference materials are often preferred in print format for their durability and accessibility. Additionally, print materials can provide a break from screen time, making them valuable in educational settings. Today, with the use of the internet and its reach moving from desktop computers to mobile phones and tablets, hard copies of newspapers have become even more redundant. Not just for convenience, ease, and pace of accessibility, digital became a space that gradually took over the print media for more reasons both good and bad.

Print media faced many challenges:
Rising costs: The printing industry faces high costs, which can be a major challenge.
Changing consumer behavior: Consumers prefer free news and there has been a decline in reading culture.
Competition from social media: Print media faces competition from social media.
Digitalization: The rise of digital marketing has directly affected the printing industry, causing many printing companies to close.
Lack of interactivity: Print media lacks interactivity.
Need for timely updates: Print media needs to provide timely updates while minimizing production and distribution costs.
Personal branding: Personal branding has become important for authors and journalists to establish a unique identity and connect with audiences.
Media reputation: Media houses are not considered to be a very favorable place to work at.
Competition between media: The biggest challenge for journalists is the competition between mainstream media and new media.

The effect of print media:
Journalism: The shift to digital has led to the rise of "clickbait" journalism, where the emphasis is often on quantity over quality. Investigative journalism, which requires time and resources, is becoming a rarity as newsrooms face budget cuts and layoffs.
Advertising: The decline in print has also impacted the advertising industry. Brands are reallocating their budgets to digital platforms, which offer more targeted and measurable results. However, the saturation of digital ads has led to phenomena like "banner blindness," where consumers ignore online ads, questioning the effectiveness of digital advertising.
Local News: Perhaps the most significant casualty of the decline in print media is local news. Local newspapers are often the only source of community-specific information, and their decline leaves a void that social media and national news outlets can't fill. This has implications for local governance, community engagement, and even democracy itself.

Insomnia: The Sleep Crisis

Nimishka

Imagine it's 3 a.m., and you're staring at the ceiling, mind racing with worries about tomorrow's exam, your social life, and the endless to-do list. You know that a good night's sleep could make all the difference, yet here you are, wide awake. This sleeplessness is not just a personal struggle; it's a very common issue among college students worldwide. According to the National Sleep Foundation, about 70% of college students report experiencing sleep problems, with 30% meeting the criteria for insomnia. Globally, approximately 30% of the population experiences insomnia (American Academy of Sleep Medicine). In India, 33% of individuals suffer from insomnia, with 22% experiencing chronic insomnia (Indian Sleep Disorders Association, 2020). As academic pressure builds, it's crucial to understand the causes, consequences, and solutions to insomnia to protect your mental and physical health.

Insomnia can arise from a lot of factors, many of which goes with the typical college experience. The most significant one is academic pressure. The stress of managing exams, assignments, and extracurricular activities can lead to heightened anxiety, making it difficult to relax at night. A survey by the American College Health Association found that anxiety is the top concern for college students, further complicating their ability to sleep. In India, 45% of students experience stress due to academic pressures (CII, 2019).

Irregular schedules also play a crucial role. Many students have irregular sleep patterns due to late-night studying or social events, confusing their body's natural day to day rhythm. Research indicates that students who maintain inconsistent sleep schedules are more likely to experience sleep disturbances. Additionally, the increased use of technology and caffeine consumption common among students seeking an energy boost can significantly impact sleep quality.

Mental health issues such as anxiety and depression are common among college students, contributing to sleep disturbances. The American Psychological Association notes that one in three college students reports experiencing anxiety, which can create a vicious cycle of poor sleep and worsening mental health. In India, 35% of individuals report anxiety as a major health concern (Lancet, 2019).

The consequences of insomnia are extensive and can highly affect student's lives. One of the most immediate consequences is cognitive impairment. Sleep deprivation affects memory, attention, and decision-making, leading to decreased academic performance. A study published in the journal Sleep found that students with insomnia scored significantly lower on tests than their well-rested peers. Globally, insomnia affects 15% of the workforce, resulting in $63.2 billion annual productivity losses (Rand Corporation, 2016).

Moreover, chronic insomnia is linked to various physical health issues, including obesity, diabetes, and cardiovascular problems. According to the Centres for Disease Control and Prevention (CDC), adults who consistently sleep less than seven hours per night are at a higher risk for these conditions. In India, insomnia is linked to a higher risk of cardiovascular disease and diabetes (Indian Heart Journal, 2018).

Emotional well-being is also at stake. Insomnia can exacerbate feelings of anxiety and depression, leading to a cycle where poor sleep worsens mental health, and poor mental health further disrupts sleep. Additionally, fatigue can lead to social withdrawal, reducing opportunities for connection and support during a time when building relationships is crucial.

While insomnia can feel discouraging, several strategies can help improve sleep quality.

First, establishing a consistent routine is key. Going to bed and waking up at the same time each day can help regulate the body's internal clock. Experts recommend aiming for 7 to 9 hours of sleep each night to ensure optimal functioning.

Limiting screen time is another effective strategy. Experts suggest avoiding screens at least an hour before bedtime. Instead, consider winding down with a book or engaging in relaxation techniques like deep breathing or meditation. Creating a sleep-favourable environment is also important.
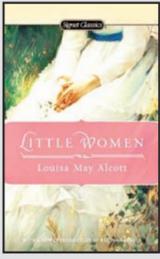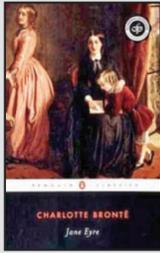
UPCOMING EVENTS

Priyanshu Vats

- **International Conference on Information Technology -** A conference at Manipal Institute of Technology on advances in sustainable information technology from November 6-7
- **National Education Day -** Celebrated on November 12 in honour of Maulana Abul Kalam Azad, India's first education minister. This day highlights education's role in development
- **National Conference on Agriculture and Food Sciences -** Taking place in Hyderabad and online on November 7, focusing on innovations in agriculture
- **International Week of Science and Peace -** From November 9-15, aiming to foster peace through scientific cooperation worldwide
- **CII Telangana HR Conclave -** Held in Hyderabad on November 7, this event will address people-centric business alliances through technology
- **World Science Day for Peace and Development -** Observed on November 10, celebrating science's role in promoting peace and progress
- **International Men's Day -** An observance on November 10, focusing on men's health, gender equality, and positive male role models
- **International Conference on Arts and Humanities -** Scheduled for November 7 in Munnar, Kerala, this event will explore new research in the arts and humanities
- **Tulsi Vivah Festival -** Celebrated on November 13, marking a traditional Hindu festival honouring the marriage of the sacred Tulsi plant
- **Children's Day -** Celebrated on November 14, honouring children in India along with World Diabetes Day, aimed at raising awareness about diabetes

Finals Survival Guide: Stress Management During Exams

Avni Agarwal

New Delhi: As the semester draws to a close, students everywhere prepare for the stress of final exams. This period can be overwhelming, but with a solid survival guide, you can navigate it successfully. Here are some essential tips to help you make the most of your study time and perform your best on exam day.

First and foremost, effective time management is crucial. Start by creating a comprehensive study schedule that breaks down your subjects into manageable sections. Identify the topics you must cover for each subject and allocate specific study times for them. Prioritize based on the exam dates and difficulty levels. This structured approach will help you cover all the material without the need for last-minute cramming, which often leads to anxiety and burnout. Create a dedicated study space that is free from distractions. Ensure it is well-lit, comfortable, and stocked with all the materials you need. This helps signal to your brain that it's time to focus.

Don't forget to schedule short breaks between study sessions to recharge your mind and maintain focus. Consider using the Pomodoro Technique, where you study for 25 minutes and then take a 5-minute break. This can improve concentration and reduce fatigue. Additionally, try incorporating visual aids like mind maps or diagrams to help you understand complex topics better.

Next, engage in active studying techniques. Instead of passively reading your notes, try summarizing concepts in your own words or creating flashcards for quick reviews. Teaching the material to a friend or study group can also reinforce your understanding. Forming a study group can be beneficial. Discussing topics with peers allows you to gain different perspectives and clarify doubts. Just make sure to stay focused and set specific goals for each session to avoid getting sidetracked.

Utilize practice exams and past papers to familiarize yourself with the exam format and identify areas where you need improvement. Additionally, make use of online resources,

> **Next, engage in active studying techniques. Instead of passively reading your notes, try summarizing concepts in your own words or creating flashcards for quick reviews.**

such as educational videos or forums, to clarify any doubts you may have. If you're struggling with specific topics, don't hesitate to reach out to teachers or classmates or counselors for help.

Moreover, prioritize your well-being during this hectic time. A healthy body supports a healthy mind, so ensure you're getting enough sleep, eating nutritious meals, and staying hydrated. Avoid excessive caffeine and junk food, as they can lead to energy crashes and affect your concentration. Incorporate small exercises or stretches during your breaks to keep your body active. Also, consider practicing mindfulness or deep breathing exercises to manage stress levels effectively. Practicing stress management techniques in your routine, such as meditation, yoga, or light exercise. Taking time to relax and unwind is essential; it helps to clear your mind and boosts productivity.

On exam day, be sure to prepare adequately. Gather all necessary materials—like pens, pencils, and your student ID—well in advance.

Arrive at the exam venue early to avoid any last-minute rush. Take a few deep breaths to calm your nerves, and remember to read the instructions carefully before starting. Familiarize yourself with the exam format for each subject. If it's multiple-choice, practice eliminating wrong answers first. For essay-based exams, outline your answers before diving in to ensure a logical flow of ideas. If you encounter a difficult question, don't panic; move on to the next one and return later if time permits.

After each exam, take a moment to reflect on what went well and what could be improved for next time. This will help you adapt your study strategies for future exams.

By following these tips, you can approach your final exams with confidence and a clear mind. Remember, preparation is key, but so is taking care of yourself.

Strong Communication Skills are Equally Crucial: Alumni

Mohd. Sameer

Kunal Singh talks about his experience at IMS Ghaziabad, including extracurricular activities, opportunities, and his journey in IMS Ghaziabad. He also gave his valuable advice to aspiring research enthusiasts. Kunal Singh is an alumnus of IMS Ghaziabad, University Courses Campus, MSC Biotechnology, Batch 2022-24

What made your experience at IMS Ghaziabad truly unforgettable? What are you doing currently?

My experience at IMS Ghaziabad was truly unforgettable because of the strong sense of community, practical learning opportunities, and the mentorship I received. The campus environment fostered both personal and professional development through a variety of workshops, internships, and extracurricular activities.

Additionally, the friendships and connections I made with peers from diverse backgrounds created a vibrant and supportive network, which I still cherish today. Currently I am working as an Executive in QC Department in J. Metra & Co. Pvt. Ltd. This role has given me the chance to apply what I learned in a practical setting and continue growing in my career journey.

How did participating in student life outside the classroom contribute to your personal and professional growth?

Participating in student life outside the classroom was instrumental to my personal and professional growth. Being involved in clubs, events, and extracurricular activities taught me valuable skills in leadership, teamwork, and time management, which I couldn't have fully developed within the classroom alone. Organizing events and working with diverse teams pushed me to think creatively, solve problems on the spot, and communicate effectively, even in challenging situations. Overall, these activities enriched my college experience and prepared me for the opportunities of the professional world.

Can you share your secrets for juggling academics and extracurricular effectively?

Successfully balancing academics and extracurricular comes down to prioritization, organization, and staying disciplined. I set clear priorities for both my academic work and extracurricular commitments. This helped me allocate time effectively and ensure nothing was overlooked. By maintaining this balance, I could excel in academics while also gaining the practical skills and experiences that extracurricular offer.

Alumni Corner

KUNAL SINGH

In what ways did IMS Ghaziabad's career resources and networks facilitate your transition into the workforce?

IMS Ghaziabad's career resources and networks were invaluable in helping me transition smoothly from student life to the workforce, especially as a biotechnology student. The Career Development Cell offered tailored guidance, helping me understand how to position my unique biotechnology skills in a competitive job market. From resume-building workshops to interview preparation, I was able to refine my approach and gain confidence in presenting my strengths.

What are the most significant changes you've observed in the field of research and biotech since your master's and how can students adapt to the changing scenario?

Since completing my master's in biotechnology, some of the most significant changes I've observed in the field include rapid advancements in technology, an increased focus on interdisciplinary research, and a shift toward sustainable and personalized solutions. For example, innovations in bioinformatics, and RDT have opened new possibilities in genetic engineering, disease treatment, and environmental biotechnology. To adapt to this evolving landscape, students should focus on developing a strong foundation in both biotechnology and related fields like data science, programming, and bioinformatics. Flexibility, continuous learning, and practical experience through internships or research projects will help students stay competitive and prepared for the future of biotechnology.

What essential skills or knowledge do you recommend to the current Biotechnology students that they should focus on for long-term success? For long-term success in biotechnology, I recommend students to focus on a mix of technical, analytical, and soft skills. First, a solid foundation in molecular biology, genetics, and cell biology is essential, as these areas form the backbone of biotechnology research and applications. Additionally, gaining proficiency in bioinformatics, data analysis, and basic programming (such as Python) is increasingly important, as big data and computational analysis are transforming biotech research. Strong communication skills are equally crucial, as biotech often involves working in cross-functional teams.

CAREER CANVAS

Staying Focused in a Distracted World: Sushma Jha

In today's technology-driven era, staying focused has become increasingly challenging for people of all generations, especially youngsters. With constant notifications from social media and the convenience of advanced technologies that streamline many processes, distractions have become inevitable. The fast-paced and fleeting nature of today's digital environment has only compounded the issue, further diminishing our attention spans.

Amidst these distractions, the ability to stay focused has become more crucial than ever, as it directly impacts one's ability to achieve long-term success. Staying focused is the key quality needed to excel in any field. It not only enhances your ability to retain information but also plays a vital role in developing, learning, and implementing new skills. Many students perform well academically but struggle to find success in the long run because they lose focus on their goals.

The Power of Single-tasking

From a practical standpoint, focusing on one task at a time—referred to as 'single-tasking'—is proven to increase efficiency and reduce stress. As Bill Gates once said, "My success, part of it certainly, is that I have focused in on a few things." Prioritizing and

Shushma Jha

dedicating yourself to a single task ensures deeper engagement and better results.

Living in the Present

Staying in present is equally important. We often find ourselves dwelling on past mistakes or worrying about future goals, which detracts from our ability to make the most of the present moment. Shifting focus to fully engage with what you're doing right now can lead to more meaningful progress.

Setting Boundaries and Practicing Willpower

Setting boundaries on the phone usage or social media usage is beneficial- but it won't work unless you have made up your mind for that- your willpower will take you a long way. Taking breaks is equally essential- but we have to understand that these breaks shouldn't be an excuse for mindless scrolling through Instagram reels. You can go for a short walk, listen to music- or just talk with your family members!

Goal Setting and Self-discipline

Goal setting is important- but make sure to keep in mind your calibre while setting targets. Setting daily targets and analysing your performance every day is way better than having one big target which seems impossible with each passing day.

News Brief ...

Aayam Operations Club Kicks Off with Unique Relay Race

Ghaziabad (IMS News Service) : Aayam, the operations club of IMS Ghaziabad, kick started its session with a unique relay race featuring operations terms. Club president Mr. Sejal stated that the event, enjoyed by students, helped simplify complex concepts in a fun and engaging manner.

Expert Session on Redefining values

Ghaziabad (IMS News Service) : IMS Ghaziabad hosted an enlightening session on Redefining Value: How Circular and Regenerative Economies Transform Business Practices, led by Ms.Anja Carron, Founder & President of Theia International E.V., Germany, and G100 Global Chair for Circular Economy. The discussion delved into the Mindset of Excellence, Network Relationship Building, Growth vs. Impact Measurement, and the innovative Circular Weaving Model - all sparked by a powerful question: In what world do we want to live? Special thanks to Ms.Sanchita Gairola Mishra, Co-Founder of Vision 360, for her invaluable support in making this event possible.

Guest Talk on Transformative Learning

Ghaziabad (IMS News Service): Thrilled to have Veijo Kyosti, CEO, lead an open dialogue on transformative learning using simulations. At IMS Ghaziabad, thanks to the vision of Dr. Prasoon M. Tripathi, PhD., Director, CESIM Simulation is now a cornerstone across all courses. Special recognition to Mr.Varun Patil, Country Head-India, for his continued support in making experiential learning a reality for our students.

Industrial Visit to Haier

Ghaziabad (IMS News Service): IMS Ghaziabad organized an Industrial visit to Haier Appliances India Pvt. Ltd., Greater Noida for PGDM Batch 2024-26. The enthusiastic learners discussed the new era of technologies in refrigeration, air conditioning, washing machine, smart appliances, assembly line layout and safety.

Visit to Coca-Cola

Ghaziabad (IMS News Service): With an aim to provide industry exposure to the students beyond the regular classroom teaching, IMS Ghaziabad, organized an Industrial visit to Coca Cola Happiness Factory, Greater Noida for PGDM Batch 2024-26. The visit provided the learners a practical understanding of the various functional domains in the FMCG sector.

IMS Ghaziabad Received HR Leader Award 2024

Ghaziabad (IMS News Service): IMS Ghaziabad, Lal Quan Campus, was honored with a prestigious award at the HR Conclave 2024, held at Radisson Blu Hotel, Gurugram. The accolade was received by Director Dr. Prasoon Mani Tripathi, accompanied by Ashish Panda, Head of Admissions, and Asjad Iqbal, Head of Placements, celebrating the institute's HR excellence.

A Transformative Learning Journey at IMS

IMS News Service

Ghaziabad: At IMS Ghaziabad, the IMC Live Project embarked on a collaborative and transformative learning experience, where first-year PGDM interns partnered with second-year students to develop comprehensive and dynamic marketing communication plans under the expert mentorship of Dr.Gaurav Saxena. This collaborative endeavor was followed by the learning and reflection session for the Batch of 2024-26, fostering deep reflection on the insights and lessons gained through the project.

The journey reached its pinnacle with the IMC Live project exhibition and expert talk, an event powered by Markwiz Club, where the PGDM students proudly showcased their innovative marketing strategies. The institution was privileged to have Mr.Anupam Chauhan, Sr. Vice President at BBH India.He shared his invaluable industry expertise through an engaging expert talk, inspiring students to think beyond boundaries.

This project has been a true testament to the power of collaborative, hands-on learning, shaping the next generation of leaders in marketing.

Entrepreneurial Quiz Competition & Expert Session

IMS News Service

Ghaziabad: The Entrepreneurship & Incubation Cell (E-Cell) of IMS Engineering College organized an 'Entrepreneurial Quiz Competition & Expert Session on Canvassing the Potential of LinkedIn' aimed at fostering entrepreneurial growth and knowledge among the students. The first session of this successful event was a presentation on tapping the full potential of LinkedIn and its usage for entrepreneurial growth. The session focused on the importance of LinkedIn as a platform for networking, personal branding, and business growth.

The presenter highlighted strategies for effectively utilizing LinkedIn to connect with industry leaders, build a professional network, and leverage the platform for entrepreneurial opportunities.

Key attendees of this event were Dr. Siby James, Convener-E-Cell, Dr. Siddharth Vats, Member-E-Cell, Dr. Sanjeev Sharma, Member-E-Cell and Mr. Sanjeev Sanyal, Member-E-Cell.

IT Mind Meld: IT Quiz

IMS News Service

Ghaziabad: The IT Elite Club of the Department of MCA organized "IT Mind Meld," an IT Quiz Contest. The event began with a welcome address by Dr. Kavita Saxena, HoD - MCA. With more than 100 participants, the contest had two rounds. Round 1 featured an individual quiz, from which the top 16 scorers formed 8 teams. These teams competed in Round 2, tackling categories like Theory of Computer Science, Coding Challenges, and a visual round. The best teams advanced to a Rapid-Fire finale, where speed and accuracy determined the winners.

"Code Crackers" - Aditya Mishra and Vishal Tyagi (MCA I Year) claimed the title, while "Data Dynamos" - Ritik and Vasvi (MCA II Year) were the runners-up.

Prof. (Dr.) Shailesh Tiwari, Director, congratulated the organizing team, including faculty coordinator Ms. Deepshikha Rai and student coordinators Anjali Tyagi, Devrath Teotia, Twinkle Sharma, Nitish Kumar, Shivam Gupta, and Aryan Singh, for their efforts.

Outbound MDP on Blur Leadership

IMS News Service

Ghaziabad: IMS Ghaziabad, Lal Quan Campus, successfully hosted its inaugural Outbound Management Development Program (MDP) at THDC, Rishikesh, under the visionary leadership of Director Dr. Prasoon Mani Tripathi. This 3-day MDP

on "BLUR Leadership," held from October 22-24, 2024, was expertly organized by Dr. Parul Yadav, Area Chair-HR, and Mr. Sri Uttam, MDP Chair. Over 30 global participants attended the impactful sessions.

The Startup Alumni Meet

IMS News Service

Ghaziabad: The Startup Alumni Meet organized by the Technology Incubation Foundation-IMSEC (TIF-IMSEC) on 25th September 2024 was an unequivocal success. Esteemed guests and alumni shared invaluable experiences and insights.

The event was graced by the presence of our Director, Prof. (Dr.) Shailesh Tiwari, and HODs of various

departments. The event featured an inspiring journey from successful alumni who attended the event Mr. Anubhav Krishna; Mr. Aniruddh Singh; Mr. Sunny Jadoon and Mr. Aditya Mohan Gupta and culminated with a dynamic networking session. The meetup has explicitly set the stage for a brighter future for entrepreneurs and startups, paving the way for collaboration, mentorship, investment opportunities, networking, inspiration, knowledge sharing, job creation, social impact, and continued engagement.

4-Startup Pitch Competition Under the Aegis of E-Cell

IMS News Service

Ghaziabad: An exciting Startup Pitch Competition under the aegis of E-Cell took place at IMS Engineering college, featuring four innovative teams: Charge, Bharatforms, Vivid Minds and Lamnitos. Each team had the opportunity to present their unique startup ideas in front of judges and an audience of aspiring entrepreneurs. The time limit for presentation was 7 minutes and then there is a Q&A session of 3 minutes. Team "VividMinds" kicked off the event with their

groundbreaking idea. Their overall performance was good! Next, Team "Bharat Forms" presented their patented idea with an outstanding presentation. Team "Charge" took the stage to introduce an innovative energy generating solution by just walking or running. Finally, Team "Lamnitos" captivated the audience with their EdTech platform "Edufree".

IIC Quarter Meeting for the Academic Year 2024-25

IMS News Service

Ghaziabad: The IIC Quarter 1 meeting for the academic year 2024-25 was held at IMS Engineering College (IMSEC). chaired by Dr. Shailesh Tiwari, Director of IMSEC, and coordinated by Dr. Siddharth Vats, President of the Institution's Innovation Council (IIC). The meeting, attended by all council members, focused on setting the agenda for the new academic year, reviewing key innovation initiatives and discussing the progress of successfully concluded activities from 2023-24. Dr.

Tiwari expressed satisfaction with the successful completion of the Mentor-Mentee Program, mentored by IIC IMSEC, and praised the efforts made by the council in guiding mentee institutions. Dr. Vats further outlined strategic plans to enhance the impact of IIC's initiatives in the upcoming year.

Campus Recruitment Drive of CelebAI (AIHI Fusion)

IMS News Service

Ghaziabad: At IMSEC, Ghaziabad, a Campus Drive was channelized for students of MCA (2023-2025 Batch) & B.Tech - CSE, CS, CSD, IT & ECE (2021-2025 Batch). Under the able guidance of Respected Director - Prof. (Dr.) Shailesh Tiwari, Mr. Ankit Jain (Head-CDC Deptt.) and Mr. Gurmeet Singh Bedi (Head-CDC Deptt.) along with their team members Ms. Chanchal Chaudhary & Ms. Akshika Welcomed the recruitment Panel by presenting saplings and shared Gratitude for providing this golden opportunity to host campus recruitment drive of "CelebAI (AIHI Fusion)" at our campus.

Workshop on the Topic DSA Roadmap

IMS News Service

Ghaziabad: An insightful workshop on the topic "DSA Roadmap" was organized by the Department of Computer Science and Engineering at IMS Engineering College. The guest speaker of the workshop was Mr. Harsh Sharma, the co-founder and CTO of AccioJob.

The workshop focused on guiding students to embark on a journey into the world of Data Structures and Algorithms, a crucial stepping stone for every aspiring tech professional aiming for a position at top tech companies.

Celebrating International Girl Child Day

Ghaziabad (IMS News Service): The Department of Applied Sciences & Humanities at IMSEC celebrated 'International Girl Child Day' under the guidance of Prof. (Dr.) Jyoti Sinha, HoD, B.Tech First Year. The event featured insightful discussions and activities aimed at raising awareness about the importance of empowering girls and ensuring their rights are upheld. Honorable Director, Prof. (Dr.) Shailesh Tiwari, provided his invaluable support, emphasizing the role of education in shaping a brighter future for girls. We extend our gratitude to everyone who contributed to the success of this event.

आईएमएस ने किया मुजफ्फरनगर के..............

पेज–1 का शेष

गाजियाबाद (आईएमएस न्यूज सर्विस)। कार्यक्रम का शुभारम्भ आईएम0एस0 संस्थान के निदेशक डा0 अरूण कुमार सिंह द्वारा माँ सरस्वती की प्रतिमा के समक्ष पुष्प अर्पित कर किया गया। निदेशक द्वारा उपस्थित लोगों को शिक्षा के मायने बताये साथ ही शिक्षक के कर्तव्य के बारे में भी बताया। कार्यक्रम में मुजफ्फरनगर के 60 से ज्यादा स्कूलों के 400 से अधिक अध्यापकों को सम्मानित किया गया। कार्यक्रम के दौरान डा0 दीपा गोयल एवम् डा0 तनुश्री चटर्जी उपस्थित रहे। कार्यक्रम का संचालन डा0 संध्या शर्मा द्वारा किया गया। कार्यक्रम का समापन उपस्थित जनों को धन्यवाद कर किया गया।

Media Festival : Abhivyakti 2024

IMS News Service

Ghaziabad: The Department of Journalism and Mass Communication at IMS University Courses Campus, Ghaziabad, successfully organized the ABHIVYAKTI event. This dynamic event featured a series of competitions aimed at nurturing and showcasing the creative talents of students both at college and school categories.

The event included Nukkad Natak, Media Rangoli, Reels Making, RJ Hunt, Debate, and Photography competitions.

The event began with an inaugural speech by the director, followed by inspiring addresses from the esteemed chief guests, Shri Shishir Sinha and Shri Shrivardhan Trivedi. Their presence added immense value and motivation for the participants.

Throughout the day, a variety of competitions were held, all designed to explore and highlight the creativity of the students. The atmosphere was filled with enthusiasm and excitement as participants demonstrated their skills across various events, engaging not only with their peers from the Bachelor of Journalism and Mass Communication (BJMC) program but also students from other courses.

After the competitions concluded, a prize distribution ceremony honored the winning teams with cash prizes, trophies, and certificates of participation, recognizing their hard work and creativity.

ABHIVYAKTI proved to be a successful platform for students to express their talents and foster a spirit of healthy competition, leaving a lasting impression on all attendees.

Department of Biosciences Organized GENESIS-24

IMS News Service

Ghaziabad: Genesis 2024 an Inter-institutional science fest, a groundbreaking event aimed at fostering innovation, collaboration, and creativity, concluded on a high note, leaving a lasting impact on all participants. The event was brought together a diverse mix of students, professionals, and experts from various fields, offering an enriching platform to showcase talent, exchange knowledge, and spark new ideas.

Throughout the event, participants engaged in a series of events like MIND SPARK (Quiz), THE SPONTANEOUS SCIENTIST (Extempore), INNOVIUM (Working and Non-Working Model), SCIENCE THROUGH THE LENS (Photography), VOGUE EXPRESS (Poster Making Competition) and various competitions, covering everything from cutting-edge technology to creative arts.

Keynote speakers from various industries provided valuable insights into current trends, future challenges, and opportunities for innovation. For many participants, Genesis 2024 was more than just an event—it was a life-changing experience.

The diverse range of activities ensured that everyone walked away with something new. Whether it was mastering a new skills or honing leadership and teamwork spirits, attendees left with a fresh perspective and a renewed passion for their respective fields.

We were honored to have Mr. Gaurav Kant Tyagi, Director at Global Practice Lead for BioPharma and Digital Health, Nagarro as a Chief Guest of the event along with the guest of honour - Mr. Prabhat Ranjan, Centre-In charge of Medical Cobotics Centre, I Hub Foundation for cobotics, Technology Innovation Hub of IIT Delhi and Dr. Anupma Harshal, STEM expert and Professor.

IMSMUN 2024 Organized

IMS News Service

Ghaziabad: In a world marked by complex global challenges and shifting diplomatic landscapes, the importance of fostering the next generation of leaders equipped to navigate these complexities cannot be overstated. It is within this context that IMS Model United Nations Conference 2024 kicked off, offering a vibrant stage for young minds to engage, learn and inspire. In the same vein, IMS Ghaziabad (University Courses Campus) hosted the 7th Edition of the two-day IMS Model United Nation Conference 2024 on 18-19 October 2024.

The event drew 270+ delegates from schools and colleges of repute such , to name a few , IIT Delhi, colleges from Delhi University, KL International, Modern Academy, Ryan International, Aster Public School, Christ University, Galgotias University.

The committees of the event included United Nations General Assembly (UNGA), United Nations Security Council (UNSC), World Health Organization (WHO), All India Political Parties Meet (AIPPM), International Press (IP), House of Influencers (HOI) and United Nations Women (UNW) being the new additions this year.

The Guest of Honor Ms. Elena Barman, President, Indian Association of Russian Compatriots, Cultural Dept. Embassy of Russian Federation, spoke highly of India's rich Cultural heritage and values. She emphasized that Indian traditions are scientifically beneficial & sustainable for the planet.

She graced the occasion and enlightened the audience with her inspiring stories & instances from real world.

The guest highlighted that the youth of today, when armed with knowledge, empathy and a passion for change, are indeed the leaders in shaping the future of the world along with the pivotal role collaborations can have in bringing forth synergistic outcomes.

Dr. Arun Kumar Singh, Director-IMS Ghaziabad (University Courses Campus) appreciated the participants as they approached the debates and discussions with an open mind, strived for consensus and resolutions that surely provided the young diplomats a better understanding to move towards a prosperous and sustainable world. Children from Sai Foundation gave a mesmerizing performance which added positivity and warmth to the event.

Over 270 participants from various institutions across the region and represented different portfolios according to their respective committees.

INVENT 2k24: An IT Fest

IMS News Service

Ghaziabad: INVENT-2024 An Annual Inter-Institutional Technical Fest has witnessed a jam-packed computer-buffoons to compete, starve and excel from others was organized by School of Computer Science of IMS,Ghaziabad (University Courses Campus).

Total 550+ participants from Ryan International Institute, Ghaziabad, Xt. Xavior School, Amity University, Greater Noida, Galgotia University Greater Noida, ABES Engineering College, Janki Devi Memorial College (Delhi University, RCCV College Ghaziabad, Delhi World School Greater Noida, Ingrahm Institute Ghaziabad, VLMG College Ghaziabad, IPEM Ghaziabad, and many more were present at the inaugural session. The event was inaugurated with the showering of petals on Goddess Sarsawati through ceremony dignitaries. The Chief guest Dr. Kaushal Pathak, Joint Secretary System IIT, Capacity Building & CIS Officer, Rajya Sabha Parliamaent of India & Guest of Honour Mr. Shubham Dang, Manager Product Microsoft both discussed about the importance of such kind of technical fest and how these events are helpful in improving their technical and innovative skills. Mr.Pathak also describe the importance of self-motivation and strong determination which is always be required in any field of life.

INVENT-2024 is specifically intended for students to test their knowledge and skills by participating in various IT events which not only provide academic excellence but also helps in redefining their personality.

Venom

Movie Name: Venom
Release date: 25 October 2024 (India)
Director: Kelly Marcel
Distributed by: Sony Pictures Releasing
Based on: Marvel Comics
Music by: Dan Deacon

Venom: The Last Dance" closes the trilogy with a mix of humor, chaotic action, and some surprising emotion. Tom Hardy, reprising his role as Eddie Brock and the alien symbiote Venom, remains the core of the film. His chemistry with the Venom character brings comedic charm and an odd yet touching connection

The plot follows Eddie and Venom on a high-stakes, multiversal road trip as they are pursued by Knull, the dark creator of the symbiotes, who seeks a key that only Eddie and Venom together can provide. The storyline is more focused than previous films, with some memorable action sequences including a chaotic chase across the desert, an underwater skirmish, and even a quirky dance number in a Vegas penthouse. Overall, "The Last Dance" is a fitting finale for fans, offering a balance of humor, spectacle, and a bit of unexpected sentimentality. It's a fun farewell to Venom's standalone saga that might leave viewers hoping for future appearances of Hardy's character in the broader Marvel universe

the film has grossed approximately $317.1 million worldwide in international market

Veils of Beauty: The Enigma of Klimt's Portrait of a Lady

Mugdha

Gustav Klimt's Portrait of a Lady, created around 1898, is a mesmerizing work that encapsulates the artist's unique approach to portraiture and his evolving style. This painting is not just a representation of a woman; it is a layered exploration of identity, emotion, and the complexities of beauty.

The allure of Portrait of a Lady lies in its intricate details and the sensuality conveyed through Klimt's brushwork. The subject's face, marked by a s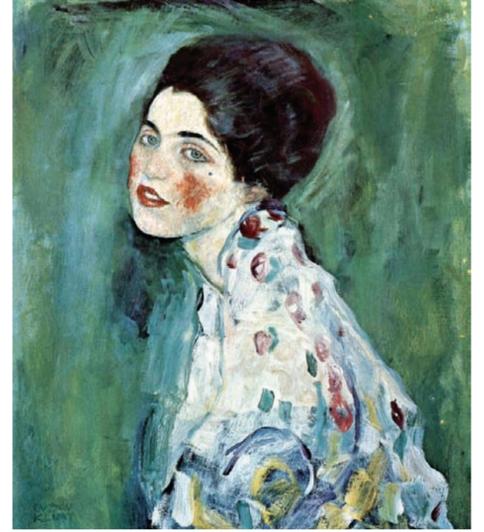erene yet enigmatic expression, is framed by a rich tapestry of decorative patterns and vibrant colors. Klimt's signature use of gold leaf adds a luminous quality, transforming the portrait into an almost otherworldly vision. This technique, which Klimt perfected during his "Golden Phase," reflects his fascination with symbolism and the interplay between reality and abstraction.

Interestingly, Portrait of a Lady is painted over another portrait by Klimt, creating a fascinating dialogue between the two images. The underpainting, which is rarely visible, hints at Klimt's process of reworking and redefining his subjects. This act of layering not only emphasizes the complexity of the female form but also symbolizes the multifaceted nature of identity itself. The decision to obscure the original work speaks to Klimt's desire to capture the essence of his subject beyond mere physicality. Klimt's style underwent a significant transformation during the late 19th century, shifting from academic realism to a more decorative and expressive approach. Early in his career, he adhered to traditional techniques, but as he delved deeper into the world of symbolism and modernism, he began to experiment with form, color, and texture. This evolution is evident in Portrait of a Lady, where the harmonious balance of figurative representation and ornamental design invites viewers to interpret the painting on multiple levels.

The identity of the lady herself remains a subject of intrigue. Some art historians speculate that she may be a member of the Viennese elite, perhaps connected to the influential cultural circles Klimt frequented. This air of mystery surrounding her identity only adds to the painting's charm, prompting viewers to project their own narratives onto her expression. In conclusion, Klimt's Portrait of a Lady is more than a mere depiction of a woman; it is a testament to the artist's innovative spirit and the intricate layers of human identity. The combination of his evolving style, the hidden underpainting, and the enigmatic subject makes this portrait a captivating piece that continues to enchant audiences today.

Creative Corner: Ephemerality

Wherever I walk,
I hang a few stars in the sky,
Make a few flowers bloom
In green meadows.

I sow my dreams
Along the paths I tread,
Leaving behind
Shining traces.

But no,
You cannot find me
By following these glittering trails.

For I stop being "me"
The moment you try
to grasp my being;
I become you.

And flowers bloom
under your feet,
Stars twinkle in your eyes.
Yet, it's sad—
You miss all that,
Chasing paths
That lead nowhere.

Mugdha Jugran

इतिहास के कदम

आभांशु द्विवेदी

पुरानी स्थापत्य कला आज आधुनिकता से आगे

भारत के प्राचीन काल के एलोरा के कैलाशनाथ और तमिल के ऐरावत की अद्भुत स्थापत्य कलाओं का मुकाबला करता हुआ आधुनिक समाज आज भी दिखाई नहीं देता। आज के इंजीनियर भी इन कलाकृतियों व इनकी अद्भुत, अविश्वसनीय वास्तु और स्नातक शैली को देखकर भौंचक्के रह जाते हैं। मौजूदा समाज में आधुनिकता का बोलबाला है, वहाँ प्राचीनतम स्थापत्य उन्हें चुनौती देता हुआ नजर आता है। इनकी बनावट मनुष्य के कौशल पर आश्चर्य करने पर वे मजबूर कर देते हैं। आज की आधुनिक तकनीकें इनके जैसी बनावट को बना पाने में अक्षम नजर आती है।

एल्लोरा का कैलाश

कैलाश पर्वत, भगवान शिव के निवास स्थान के आकार की तरह इस ऐतिहासिक कैलाश नाथ मंदिर को 40000 टन की चट्टान के मुख से उकेर कर बनाया गया था। यह एक मेगालिथ है जो अपने आकार, वास्तुकला और मूर्तिकला के कारण पुरे विश्व में प्रसिद्ध है कैलाशनाथ मंदिर एक ही पत्थर से निर्मित विश्व की सबसे बड़ी संरचना है। इसकी निर्माण शैली परिपक्व एवं परिष्कृत है। मंदिर जिस चट्टान से बना है, पहले उसके चारों ओर अंग्रेजी यू के आकार में काटा गया, जिसमें 200000 टन पत्थरों को हटाया गया था।

आमतौर पर पत्थर से बनाए गए मंदिर नीचे की और से काटे जाते थे और फिर ऊपर से शिल्पकार तराशना व काटना प्रारम्भ करते थे परन्तु कैलासनाथ मंदिर के स्थापत्य की विशेषता है कि इसे ऊपर से नीचे काटा गया था जो इसके निर्माण को और अचंभित और अविश्वसनीय बना देताहै। इसके निर्माण में तकरीबन 100 साल व 7000 मजदूर लगे थे। इसमें जगह-जगह रामायण, महाभारत और पुराणों के अनेक दृश्य अंकित हैं। पुराणों में रावण द्वारा कैलाश पर्वत उठाने तथा शिवजी द्वारा अंगूठे से दबाकर रावण को विवश करने का अनोखा चित्र भी निर्मित है और यह सब पत्थरों से तराश कर बनाये गए हैं। इसकी निर्माण योजना पत्तदकाल के विपरीक्ष मंदिर व कांची के कैलाश मंदिर पर आधारित है परन्तु सटीक नकल नहीं कही जा सकती। यह मंदिर वास्तव में वास्तुशिल्प का एक आश्चर्य है।

तमिलनाडु के ऐरावतेश्वर ऑकी संगीतमयी सीढ़ियां

12वीं शताब्दी में बानी द्रविड़ शैली में इस मंदिर की स्थापना भी अद्भुत है। संगीतमई सीढ़ियों और अविश्वसनीय कलाकृतियों से गढ़ी हुई ये ऐरावत मंदिर जो भगवान शिव को समर्पित है, तमिलनाडु में स्थित है। धार्मिक आस्था के साथ ही कला को ध्यान में रखते हुए इस मंदिर को चोल वंस के राजाओं ने वास्तुशास्त्रियों की देखरेख में बनवाया था। इस मंदिर में पत्थरों में बने सुन्दर नक्काशों और इसकी बनावट स्थापत्य कला का नमूना है इसकी अशाजनक सीढ़ियाँ इसकी विशेषता दर्शाती हैं। इन सीढ़ियों में कदम रखने पर हर सीढ़ी से संगीत के अलग-अलग स्वर की ध्वनियाँ सुनाई देती हैं। यही इसकी अद्भुत वास्तु शैली का प्रमाण है। इसकी दीवारों, छतों पर पत्थरों पर आकर्षक नक्काशी देखीं जा सकती है जो हर किसी को अच्चम्भित कर देती है।

रोचक कहानी

कैलाशनाथ मंदिर के निर्माण को लेकर यह मान्यता है कि राजा बीमार हो गए थे तो उनके स्वास्थ्य को ठीक करने के लिए रानी ने भगवान शिव से प्रार्थना की और प्रण किया था कि वे उनके लिए मंदिर का निर्माण करेंगे। उनके ठीक होने के बाद रानी ने प्रण किया कि जब तक मंदिर का निर्माण नहीं होता तब तक उपवास में रहेंगी। लेकिन मंदिर बनने का समय अधिक लगना था तो शिव से उपासना करके भूमि अस्त्र की मदद से 18 वर्षों में ही पूरा हो गया जिसे 100 वर्षों से अधिक समय लगना था। इसलिए ये मान्यता है कि इस मंदिर का स्वरुप कैलाश पर्वत के सामान है।

Honouring the Legacy that Shaped Modern India

Kushagra Garg

Every year on 26 November, India celebrates Constitution Day, the day of adoption of one of the most comprehensive constitutions in the world. It also represents the birth of our Constitution as well as the values and principles that form the bedrock of Indian democracy. Also known as Samvidhan Divas, it reminds the country of efforts that went into the making of the structure of governance and continue to do so for the nation.

Constitution Day is commemorated for the reason of official adoption of Indian Constitution by the Constituent Assembly on November 26, 1949. The Constitution officially took effect on 26 January 1950, marking the end of nearly three years of rigorous debates, discussions, and drafting efforts.

Constitution Day is celebrated to make the citizens feel that they are responsible for the values the Constitution gave them- justice, liberty, equality, and fraternity. It gives an opportunity to remind them of their fundamental duties before the people. Constitution Day was declared by the Government of India in 2015, with the view to spread further the importance of a constitution in modern society, especially among the youth population. Constituting the Soul of Democracy the Indian Constitution is more than a legal document; it forms a development framework for governance, and it also assures rights to citizens. Constitution Day reminds us of the sacrifice and farsightedness of leaders who established India as a nation committed to democracy: Dr. B.R. Ambedkar headed the drafting committee.

Today it prompts citizens to consider how much the country has advanced in pursuing constitutional principles and striking a fine balance between individual liberty and state power. It also focuses on the place of the judiciary, government, and the people in protecting democratic ideals. This makes the Indian Constitution unique, not only in terms of being the longest but also because it amalgamates elements taken from constitutions worldwide to ensure that the structure of governance will be inclusive and effective. Some of the key elements India borrowed are as follows:

"The Preamble" can be referred to as the 'Preface' or the 'Soul' which highlights the entire constitution.

Fundamental Rights: Inspired by the United States Constitution, these rights ensure individual liberties and protect citizens from state excesses.

Parliamentary System of Government – India borrowed the British Constitution and adopted a system under which the executive was responsible to the legislature.

Directive Principles of State Policy – The principles were borrowed from the Irish Constitution, which guides the state in framing policy that promotes social welfare.

Concurrent List and Federal Structure – The Constitution borrowed from Australia, whereby it gives specified matters authority to both the central and state governments.

Emergency Provisions-Inspired by the Weimar Republic in Germany, the government has made special provisions for crisis management.

Judicious borrowing from constitutions across the globe, best governance ideas could be assimilated and accommodated to India's wide socio-economic challenges, which was its challenge.

The need for a wholesome constitution became evident after India had gained independence on August 15, 1947. A Constituent Assembly was formed comprising 299 members with diverse backgrounds and political ideologies. The full deliberations taken over each clause to ensure fairness and inclusivity took 2 years, 11 months, and 17 days.

Dr. B.R. Ambedkar, principal architect, brought the vital touch of liberal individualism and social justice. He even dreamt that the Constitution could help bring equality in this land of great caste division and religious conflicts.

Thus, on 26th November 1949, the Constituent Assembly enacted the Constitution to bring to an end the colonial and to usher in the government of self. This Constitution Day, let's reaffirm our commitment to justice, equality, and liberty for all, as we continue walking the path envisioned by our founding leaders.

Constitution Day reminds us that the Constitution is not a petrified document but a living one, changing with times. It represents the aspirations, struggle, and dreams of a billion people. All of us, citizens of a democratic country, must respect and uphold its principles in our daily lives. These values are as valid today as they were on the date of adoption, reminding one that democracy flourishes only when its citizens stay alert and active participants in governance.

This Constitution Day let's reaffirm our commitment to justice, equality, and liberty for all, as we continue walking the path envisioned by our founding leaders.

New Zealand hammered India by 113 runs to clinch the Test series 2-0

New Zealand triumphed over India by a margin of 113 runs at the MCA Stadium in Pune, giving them a 2-0 advantage in the series.

In the second test in Pune, New Zealand defeated India by 113 runs, securing a 2-0 series lead and hindering India's chances at the World Test Championship finals. Mitchell Santner starred, taking 13 wickets and contributing to a run-out that removed Rishabh Pant for 0. India were all out for 245 while chasing 359, with Santner dismissing key players like Rohit Sharma, Virat Kohli, and Shubman Gill. Yashasvi Jaiswal top-scored for India with 77 before falling to Santner. Ravindra Jadeja shone for India, claiming six wickets as New Zealand were bowled out for 255. Washington Sundar was a standout performer for India, taking seven and four wickets in each innings respectively. The match saw New Zealand take a first Test series win in India in 12 years, with a comprehensive victory.

Lewandowski scores twice as Barcelona obliterate Real Madrid in their home in El Clasico

Barcelona ended Madrid's 42-game undefeated run in La Liga, just one match away from the Catalan team's historical mark, increasing the glory of their victory.

Barcelona dominated Real Madrid in the highly-anticipated 'El Clasico' derby at Santiago Bernabeu with goals from Robert Lewandowski, and impressive displays from Lamine Yamal and Raphinha. Kylian Mbappe's debut El Clasico was marred by two disallowed goals for offside. Barcelona's 4-0 victory extended their lead over their rivals in La Liga, with 10 wins and 30 points from 11 matches. On the flip side, real Madrid holds the second position with 24 points, having secured victory seven times, drawn three times, and lost once in 11 games.

Tennis Legend Rafael Nadal announces retirement from tennis at 38
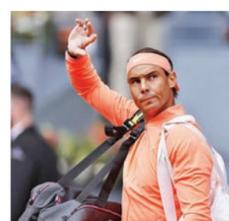
The tennis legend, aged 38, will retire after playing his last match for Spain at the Davis Cup Finals in Malaga in November.

Rafael Nadal, a 22-time Grand Slam winner and one of the best players in the history of the sport, declared that he will be leaving professional tennis after this season. Nadal has been hindered by numerous injuries in recent years, leading him to be sidelined from the sport for a significant amount of time. This year, the left-handed player has participated in only seven tournaments and was eliminated in the first round of the French Open, a competition he has won 14 times, breaking the record. He was last seen at the Paris Olympics, where he was defeated by Novak Djokovic in straight sets in the second round.

Scotland will be the host of the 2026 Commonwealth Games following Australia's withdrawal

Glasgow to host the event again after a decade, cutting sports to reduce costs, per Federation.

Glasgow, the previous host of the event a decade ago, will once again host the Commonwealth Games, this time cutting some sports to lower expenses. The competition, initially known as the British Empire Games in 1930, welcomes participation from 74 nations and territories and has taken place in different countries. Scotland will not require more government funding because the Commonwealth Games Federation supplied additional funding. The U.K. government will offer additional funds if needed, following Victoria state lawmakers in Australia retracting their support because of rising expenses.