



आईएमएस टुडे

# IMS TODAY

## Vocal for Local Campaigns Going Places

Ghaziabad. Centre's schemes like Make in India, Atmanirbhar Bharat, and Vocal for Local are going places. The center government has asked that products are not just made in India, but also for the promulgation of local brands, manufacturing and supply chain. In the fast-moving consumer goods (FMCG) industry, particularly in food, Indian brands have been following Prime Minister Narendra Modi's 'vocal for local' or localisation vision for a while now.

Union home minister Amit Shah said recently that new definitions of Swadeshi movement propagated by Mahatma Gandhi. Emphasising on a self-reliant, or 'Atmanirbhar' India, the government has asked that products not just be made in India, but also for the promotion of local brands, manufacturing, and supply chain. "Mahatma Gandhi not just fought for India's freedom but also offered many ways to rebuild the country after it had achieved freedom."

"When the Prime Minister said go 'vocal for local', he meant that products be made competitive vis-a-vis global brands. It didn't mean that one must only buy products that have a logo 'Made in India' on it," RS Sodhi, MD, Amul, said.



"The Prime Minister's 'vocal for local' and 'local for global' mantra has also brought out the significance for our local brands to have a global presence. India is the biggest and the fastest-growing market in the world for the majority of the product categories," added Sodhi.

Indian brands have also been gaining market share even in these highly competitive categories such as toothpaste with their highly differentiated offering. The trend within the food industry is totally 'vocal for local' when it comes to consumer demand. Over 30 years ago, they would have bought a foreign brand because the (Indian) brands weren't there at that time. Along with that, there was a concern of trust on the local bands as far as the manufacturing is concerned. now, there are a lot of national food brands, and they have developed over the years. More

than 60 per cent of the brands in the food industry are local brands unlike personal hygiene, cosmetic, and consumer durable segments.

In the Indian FMCG market, Indian brands have been leaders in 'Indian categories' such as hair oils, Chyawanprash-health supplements, whereas international brands have been leading in 'international categories' such as shampoo and toothpaste, affirmed Lalit Malik, Chief Financial Officer, Dabur India Ltd. ITC has invested extensively in developing a portfolio of Indian brands, with 25 created from the scratch, said the company's spokesperson. "Investments in cutting-edge R&D and state-of-the-art manufacturing drive these winning Indian brands.

Meanwhile, campaigns to promote 'vocal for local' have been under way. ITC has been

### Full of challenges

But there have been challenges. When Amul was launched in India in the mid-1950s, the Indian market was dominated by multinational brands that had more money than Amul. The government's efforts to ensure 'vocal to local' at least in the food industry have been pretty obvious. The government, in its efforts, is trying to make sure they use and promote local produce as much as they can, as well as ban lower-graded ingredients. The government could consider levying a uniform 5 per cent GST for Ayurvedic products and medicines comprising classical, proprietary and OTC products, said Malik. Currently, over 80 per cent of Ayurvedic products fall under the proprietary and OTC categories that attract a GST of 12 per cent.

undertaking a 'proudly Indian campaign' on social-media platforms. Dabur has also launched a series of advertisements, as well as special videos, as part of the campaign. Dabur has been highlighting the Indian roots of the company and its "135-year-old heritage of caring for every Indian households' health and well-being", said Malik.

## Guest Editor of this issue



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### From the Editor's desk

I am very honored to serve as a guest editor for this Issue of IMS Today. I am sure that this issue would be definitely useful to all the readers. This collection will also offer a window for new perspectives and direction to the readers' mind for long.

"Thank you to the team IMS Today and comment moderators who work so hard for the newspaper on the frontline of audience engagement."

The Editorial Committee of IMS Today wishes to acknowledge and thank Dr. Malti Garg who contributed her time to review manuscripts as Guest Editor of this Issue. Without her help, We could not fulfill our mission.

## नई शिक्षा नीति शिक्षा और संस्कृति के संबंधों को प्रगाढ़ करेगी

तत्कालीन मानव संसाधन विकास मंत्री श्री रमेश पोखरियाल निशंक ने 29 जुलाई को नई शिक्षा नीति 2020 का ड्रॉफ्ट पेश किया। साथ ही मानव संसाधन प्रबंधन मंत्रालय का नाम बदलकर शिक्षा मंत्रालय कर दिया है। नई शिक्षा नीति के अनुसार, अब मानव संसाधन मंत्रालय को शिक्षा मंत्रालय कहा जाएगा। यह नई शिक्षा नीति में स्कूल और उच्च शिक्षा में परिवर्तनकारी सुधारों का मार्ग प्रशस्त करेगी। इसके पहले वर्ष 1986 में इस नीति में कुछ संशोधन किए गए थे, यानी 34 साल बाद देश में एक नई शिक्षा नीति लागू की जा रही है।

नई शिक्षा नीति में स्कूली शिक्षा से लेकर उच्च शिक्षा तक कई बड़े बदलाव किए गए हैं। इस नीति का लक्ष्य भारत को वैश्विक ज्ञान की महाशक्ति बनाना है। इसके अलावा वर्ष 2025 तक 3 से 6 वर्ष की आयु के प्रत्येक बच्चे को मुफ्त, सुरक्षित, उच्च गुणात्मक, विकासमूलक क स्तर के अनुरूप देखभाल और शिक्षा की पहुंच को सुनिश्चित करना है। बच्चे के सीखने की प्रक्रिया जन्म से ही शुरू हो जाती है। न्यूरोसाइंस के

अनुसार, बच्चे के मस्तिष्क का 85% विकास 6 वर्ष की आयु से पहले हो जाता है। मस्तिष्क के उच्च विकास के लिए बच्चों की आरंभ के 6 वर्षों के दौरान उकृष्ट देखभाल, श्रेष्ठक पालन-पोषण, शारीरिक गतिविधियों, मनोसामाजिक वातावरण और संज्ञानात्मक और भावनात्मक उत्पन्न प्रेरणा को बहुत ही महत्वपूर्ण माना जाता है।

मौजूदा 10 प्लस 2 प्लस 3 सिस्टम को बदला गया है। इसे 5 प्लस 3 प्लस 3 प्लस 4 में बदला गया है। 15 साल का फाउंडेशनल एजुकेशन, 3 साल का प्रीपेटरी 3 साल मिडल और 4 साल सेकेंडरी लेवल पर स्कूलिंग कराई जाएगी। 6 साल की उम्र से पहली कक्षा की पढ़ाई शुरू करेंगे। 16 से 16 साल की उम्र में कक्षा 1 से दसवीं की पढ़ाई होगी। 16 से 18 साल की उम्र में 11वीं 12वीं की पढ़ाई होगी।

इसमें मातृभाषा और स्थानीय भाषा को तबूज्जो दी जाएगी। सरकार ने सभी भारतीय भाषाओं के संरक्षण, विकास और उन्हें मजबूत बनाने के लिए स्कूली शिक्षा से लेकर उच्च शिक्षा तक भारतीय भाषाओं को शामिल करने की सिफारिश की है। इसके

साथ ही सभी भारतीय और प्राकृत भाषाओं के लिए राष्ट्रीय संस्थान, डॉडियन इंस्टीट्यूट ऑफ ट्रांसलेशन और इंटरप्रिटेशन (आईआईटीआई) की स्थापना करने की बात कही है। सरकार की योजना है कि स्कूली शिक्षा में भारतीय भाषाओं को शामिल किया जाए। नई शिक्षा नीति में स्कूली शिक्षा में अब त्रिभाषा फामूला चलेगा। इसमें संस्कृत के साथ तीन अन्य भारतीय भाषाओं का विकल्प होगा। इलेक्टिव में विदेशी भाषा चुनने की भी आजादी होगी। सरकार ने पांचवीं क्लास तक मातृभाषा, स्थानीय या क्षेत्रीय भाषा में पढ़ाई का माध्यम रखने की योजना बनाई है। इसे या उससे आगे भी बढ़ाया जा सकता है। विदेशी भाषाओं की पढ़ाई सेकेंडरी लेवल से होगी। नई शिक्षा नीति में अलग-अलग भाषाओं पर ही जोर दिया गया है हालांकि किसी पर कोई भी भाषा थोपी नहीं जाएगी।

यदि स्कूल में मातृभाषा का प्रयोग होगा तो इसका ज्यादा प्रभाव पड़ेगा और बच्चे जल्दी सीख पाएंगे। इसके साथ ही नई शिक्षा प्रणाली में भारतीय भाषाओं को शामिल करने का एक उद्देश्य उन्हें सहजना और मजबूत

बनाना है। नई नीति के तहत स्कूल के बच्चों की परफॉर्मंस का आकलन करने के लिए कई बदलाव किए गए हैं। शिक्षा प्रणाली में ज्ञान के कौशल पर फोकस रहेगा। अब बच्चों के प्रदर्शन को तीन स्तर पर परखा जाएगा। इसके अलावा पढ़ाई छोड़ चुके करीब दो करोड़ बच्चों को फिर से स्कूल में दाखिला दिलाया जाएगा।

बोर्ड परीक्षा को थोड़ा सरल बनाया जाएगा। परीक्षा ऐसी होगी जिससे कोर कंपीटेंशनी की परख की जा सके। ऑब्जेक्टिव और सब्जेक्टिव पैटर्न पर यह परीक्षाएँ साल में दो बार ऑफर की जाएंगी। इसमें से किसी एक का चुनाव स्टूडेंट्स कर सकेंगे। यह कार्य सीबीएसई ने शुरू भी कर दिया है। विभिन्न बोर्ड आने वाले समय में बोर्ड परीक्षाओं के प्रैक्टिकल मॉडल को तैयार करेंगे।

होम वर्क पर भी ध्यान दिया गया है। इस योजना के अंतर्गत दूसरी कक्षा तक के बच्चों को कोई होमवर्क नहीं दिया जाएगा। क्योंकि पहली और दूसरी कक्षा के छात्र बहुत छोटे होते हैं और उन्हें इतनी देर तक बैठने की आदत नहीं होती है। कक्षा 3 4 और 5 वीं के एक हफ्ते में सिर्फ 2 घंटे का होमवर्क दिया जाएगा। कक्षा छठी से लेकर आठवीं के बच्चों को प्रतिदिन 1 घंटे का होमवर्क दिया जाएगा। ईलर्निंग पर जोर देकर पाठ्य पुस्तकों पर निर्भरता को कम किया जाएगा। पहले साइंस कॉर्सेस और आर्ट्स स्ट्रीम होती थी। अब ऐसी कोई भी स्ट्रीम नहीं होगी। छात्र अपनी इच्छा अनुसार विषय चुन सकते हैं। छात्र फिजिक्स के साथ अकाउंट या फिर अपनी इच्छा अनुसार कोई भी विषय पढ़ सकते हैं।

स्कूल स्टूडेंट के लिए साल में 10 दिन बैगलैस होंगे। इन दिनों में उन्हें किताबों का बोझ लेकर स्कूल जाने की जरूरत नहीं। इस दौरान उन्हें इनफॉर्मल इंटरैक्शन कराई जाएगी। यह एक्टिविटी बेस्ड शिक्षा होगी। नई शिक्षा नीति में प्रैक्टिकल बेस्ड लर्निंग को अपनाया जाएगा। जिसमें अनेक चीजों के अलावा लर्निंग बाय डूइंग और प्रत्येक विषय में आर्ट इंटीग्रेशन और हेल्थ एवं फिजिकल एजुकेशन को शामिल किया जाएगा। इस नीति में स्टोरी बेस्ड लर्निंग को भी महत्व दिया जाएगा। आर्ट इंटीग्रेशन का समावेश भी शिक्षण में एक महत्वपूर्ण भूमिका निभावेगा। इससे कक्षा का वातावरण आनंदपूर्ण बनेगा और भारतीय कला और संस्कृति के शिक्षण में समावेश से भारतीयता से भी बच्चों का परिचय होगा। इस एप्रोच से शिक्षा और संस्कृति के परस्पर संबंधों को भी मजबूती मिलेगी।

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# हिंदुत्व का सीधा संबंध राष्ट्र के पुनर्निर्माण से

“ऐक्यं बलं समाजस्य तदभावे से दुर्बलः तस्मादेक्यं प्रशंसति दुर्ध राष्ट्रहितैषिणः।”

हने का आशय है कि अगर अकेला व्यक्ति खड़ा होता है तो राष्ट्र दुर्बल होता है। पर जब लोगों में एकता आ जाती है तो राष्ट्र का हित होता है। उत्तर प्रदेश के मुख्यमंत्री योगी आदित्यनाथ ने शायद इसी लक्ष्य को लेकर प्रदेश में हिंदुत्व और विकास का परचम लहराने का प्रयास किया है। यहाँ यह समझने की आवश्यकता है कि मोदी और योगी का हिंदुत्व संकुचित नहीं बल्कि उसका स्वरूप व्यापक एवं विराट है। अगर हम उनके कार्यों का आंकलन करें तो पता चलता है कि इसका सीधा संबंध राष्ट्र के विकास और पुनर्निर्माण से है।

सुप्रीम कोर्ट के आदेश पर अयोध्या में श्रीराम मंदिर का निर्माण, काशी में बाबा विश्वनाथ मंदिर कोरिडोर का निर्माण, मथुरा और चित्रकूट धाम में विकास संबंधी कार्यों का लोकार्पण और शिलान्यास करना महज धार्मिक स्थलों का पुनुरुद्धार नहीं बल्कि इसके माध्यम से इन क्षेत्रों का संपूर्ण विकास करना प्रमुख लक्ष्य रहा है। पिछले वर्ष अक्तूबर से अब तक योगी आदित्यनाथ या प्रधानमंत्री नरेंद्र मोदी ने डेढ़ दर्जन से अधिक बड़े कार्यक्रमों का नेतृत्व किया जिनमें अयोध्या में देव दीपावली, केदारनाथ धाम के पुनर्निर्माण कार्य, मेरठ में मेजर ध्यानचंद खेल विश्वविद्यालय का शिलान्यास और काशी कोरिडोर का उद्घाटन प्रमुख कार्यक्रम रहे।

एक अवसर पर मुख्यमंत्री योगी



प्रो. (डॉ.) अनिल कुमार निगम

आदित्यनाथ ने यह भी कहा, ‘अब अगर अगली कार सेवा हुई तो गोलियाँ नहीं चलेंगी, रामभक्तों और कृष्ण भक्तों पर पुष्प वर्षा होगी।’ और समय-समय पर वे जनता को जिन्ना, औरंगजेब और गजनी की याद भी दिलाते रहे। मोदी और योगी देश और उत्तर प्रदेश में प्रायः रामराज्य लाने की बात करते रहे हैं। हाल ही में केंद्रीय सड़क परिवहन एवं राजमार्ग मंत्री नितिन गडकरी ने भी कहा कि हम उत्तर प्रदेश की तस्वीर बदलकर इसे पांच प्रमुख प्रगतिशील, समृद्ध, संपन्न और शक्तिशाली राज्यों में शामिल करेंगे। गांधी जी ने जिस रामराज्य का उल्लेख किया था, उस रामराज्य का निर्माण उत्तर प्रदेश में करेंगे। 22 हजार करोड़ की लागत से बना पूर्वांचल एक्सप्रेस वे, नौ



हजार करोड़ का एम्स अस्पताल, बुदिलखंड एक्सप्रेस वे, बुदिलखंड में डिफेंस कोरिडोर का शिलान्यास, गौतमबुद्धनगर जिले में जेवर एयरपोर्ट, अयोध्या में एयरपोर्ट इत्यादि विकास की ऐसी योजनाएँ हैं जो इस दिशा में किए जाने वाले सार्थक प्रयास हैं। इन विभिन्न परियोजनाओं के सहारे ही मुख्यमंत्री योगी आदित्यनाथ ने उत्तर प्रदेश की अर्थव्यवस्था को एक खरब डॉलर का अर्थव्यवस्था बनाने का लक्ष्य रखा है। गौरतलब है उत्तर प्रदेश सहित पांच राज्यों में विधानसभा चुनावों की घोषणा हो चुकी है। कोरोना वैश्विक महामारी की तीसरी लहर ने पूरे देश में कोहराम मचा रखा है। दूसरी ओर विभिन्न राजनीतिक दलों के बीच सियासत की जुबानी जंग छिड़ी हुई है।

विपक्षी दलों ने उत्तर प्रदेश में भाजपा की हिंदुत्व की धार को कमजोर करने और खुद को हिंदुत्व के रंग का चोला ओढ़ाने का प्रयास शुरू कर दिया है। हालांकि इस समय कांग्रेस पार्टी सबसे मुश्किल दौर से गुजर रही है। कमजोर नेतृत्व के चलते इतिहास में पहली बार कांग्रेस में गांधी परिवार की राजनीतिक प्रासंगिकता पर ही सवाल हो रहे हैं। हालांकि पार्टी नेता राहुल गांधी और प्रियंका गांधी अब मंदिरों में जाकर न केवल माथा टेक रहे हैं, बल्कि वह यह बताने की कोशिश कर रहे हैं वे हिंदू चुकी हैं। कोरोना वैश्विक महामारी की तीसरी लहर ने पूरे देश में कोहराम मचा रखा है। दूसरी ओर विभिन्न राजनीतिक दलों के बीच सियासत की जुबानी जंग छिड़ी हुई है।

रखने वाली कांग्रेस से यह समुदाय भी दूर खड़ा नजर आ रहा है।

समाजवादी पार्टी के नेता एवं पूर्व मुख्यमंत्री अखिलेश यादव ने अपनी जातिगत राजनीति को धार देने के उद्देश्य से अत्यंत विवादास्पद बयान दे डाला। मुसलिम मतदाताओं को लुभाने के लिए उन्होंने भारत के विभाजन के लिए प्रमुख रूप से जिम्मेदार मो. अली जिन्ना के जिन्ना को फिर से जिंदा कर दिया। अखिलेश ने जिन्ना की तुलना राष्ट्रवाद के पर्याय सरदार पटेल से करते हुए कहा कि सरदार वल्लभ भाई पटेल, महात्मा गांधी, जवाहरलाल नेहरू और मोहम्मद अली जिन्ना ने एक ही संस्थान से पढ़ाई की और बैरिस्टर बने। उनका भारत को स्वतंत्र कराने में महत्वपूर्ण योगदान रहा। एक अन्य नेता ओमप्रकाश राजभर ने तो यहाँ तक कह दिया कि अगर जिन्ना को देश का पहला प्रधानमंत्री बना दिया गया होता तो देश का विभाजन नहीं होता।

विभिन्न राजनेताओं की अनर्गल बयानबाजी इस बात का प्रतीक है कि उनके अंदर जबर्दस्त बेचैनी एवं बौखलाहट है। वे हिंदुत्व एवं विकास के विराट वैभव और लोगों में उसकी स्वीकारोक्ति से परेशान एवं हैरान हैं। यही कारण है कि वे समाज में जीतीय विद्वेष, हिंसा, वैमनस्य और घृणा फैलाने वाली बयानबाजी कर समाज और राष्ट्र को कमजोर करने का कुत्सित प्रयास कर रहे हैं। लेकिन आज जनता अत्यंत सजग, सचेत और जागरूक हो चुकी है, हास्यास्पद स्थिति पर लाकर खड़ा कर दिया है। कभी मुसलिमों के बीच प्रचंड पकड़

# सावधानीपूर्वक होगी सीबीएसई की 12वीं की फाइनल परीक्षा

छले दो साल से कोरोना का प्रभाव हर जगह देखा गया है, इसका गहरा प्रभाव शिक्षा पर भी पड़ा है। महामारी के चलते सरकार द्वारा सभी शैक्षणिक संस्थाओं को बंद रखने के आदेश दिये गए थे, इसी वजह से पढ़ाई को भी ऑनलाइन मोड पर जारी रखा गया, जिसके कारण कई छात्रों को परेशानियों का भी सामना करना पड़ा। जहाँ पिछले साल खराब हालात को देखते हुए सीबीएसई (केंद्रीय माध्यमिक शिक्षा बोर्ड) ने परीक्षाओं को रद्द करने का फैसला किया था, कई छात्र सरकार के इस फैसले से संतुष्ट भी नहीं थे। इस साल करीब 33 लाख छात्र एवं छात्राएँ बोर्ड की परीक्षाएँ देंगे। इस बार सीबीएसई ने बोर्ड की परीक्षाओं को दो चरणों में कराने का निर्णय लिया था। सीबीएसई द्वारा यह फैसला छात्रों के भविष्य एवं आज के हालात के आधार पर लिया गया था।



दसवीं एवं बारहवीं बोर्ड की प्रथम चरण परीक्षाएँ 16 नवंबर 2021 से कराई गयी थी, जो सफलतापूर्वक समाप्त हो चुकी हैं। जिन्ना का परिणाम जल्द ही घोषित किया जाएगा। बोर्ड की दूसरे चरण की परीक्षाएँ मार्च-अप्रैल 2022 में आयोजित कराई जाएंगी। बोर्ड जल्द ही डेटशीट जारी करेगा। सीबीएसई टर्म 2 की बोर्ड परीक्षा घटे हुए सिलेबस के 50 फीसदी पर होगी। प्रश्न पत्रों में वस्तुनिष्ठ और व्यक्तिपरक दोनों प्रश्न होंगे। सजग, सचेत और जागरूक हो चुकी है, इसलिए उसको बहलाकर अपना उल्लूक सीधा करना अब इतना सहज नहीं होगा।

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आयोजित किए जाएंगे सीबीएसई परीक्षा नियंत्रक संयम भारद्वाज ने कक्षा 12 की परीक्षा के अंकन मानदंड के लिए 30:30:40 के फॉर्मूले की व्याख्या करते हुए कहा, ‘40 प्रतिशत अंक कक्षा 12 के प्री-बोर्ड, मिडटर्म परीक्षा और यूनिट टेस्ट पर आधारित होंगे, 30 प्रतिशत अंक कक्षा 11 की अंतिम परीक्षा पर आधारित होंगे, और 30 प्रतिशत अंक कक्षा 10 के तीन सर्वश्रेष्ठ अंकों के आधार पर होंगे।’ सीबीएसई 10वीं परीक्षा पैटर्न 2022 के अनुसार, प्रत्येक टर्म में 50 अंक होंगे। भारत में कोरोना की तीसरी लहर के आने से छात्रों के मन में कई सवाल उत्पन्न हुए जैसे, क्या दूसरे सत्र की परीक्षाएँ होंगी? सीबीएसई परीक्षा नियंत्रक संयम भारद्वाज ने ब्योरा देते हुए कहा कि ‘अगर स्थिति और खराब होती है तो ही दूसरे सत्र की परीक्षाएँ नहीं होंगी और पहले चरण में प्राप्त अंकों को अंतिम माना जाएगा और उनके आधार पर परिणाम तैयार किया जाएगा।’ आईएनएस की एक रिपोर्ट के अनुसार, इस साल बोर्ड परीक्षा रद्द होने की संभावना बहुत कम है। हालात को ध्यान में रखते हुए परीक्षाओं को सभी सावधानियों के साथ आयोजित कराया जाएगा।

# A Webinar Organized on “How to Safeguard Your Investment”



**Ghaziabad:** A webinar on “HOW TO SAFEGUARD YOUR INVESTMENT” was organized on 13th January 2022. In this session, the distinguished speaker was CA Devendra Arora, CEO, Tejas Investments. Mr. Arora explained that Stock markets, these days, are in a bull



phase and the experts are generally showing optimism, but Investors at large have many apprehensions about current levels of stock markets and are fearful that the market may tank as it happened in March 2020. The bounce back has been too fast and too much, while the fundamentals



of the country’s economy have a lot of catching up to do. Only a few industries have done well but largely the economy has still to recover the lost grounds. The current market conditions have left investors confused as to how to safeguard their hard-earned money; whether to redeem their



investments and realize profits, invest more or do something else. In this session I shall share my strategy to sail through the current situation. This program was attended by about 46 participants who indulged in extensive discussion and interaction with the speaker.

# Conscious Living is Successful Life



**Ghaziabad:** A webinar was organized on Conscious Living is Successful Life over Zoom platform on 21st January 2022. The distinguished speaker was Maj. Namrata Dhasmana. She is an IIM L alumna. A Green Belt Qualified Professional. She is also a certified Coach and Gallup Strengths finder. A passionate Design Thinker and practitioner, She is MBA from NMIMS. She served in the Indian army for more than 10 years. With her



Leadership experience close to 19 years in diversified industry, Namrata is a blend of business Strategy and coaching and that’s her USP. She is also an Honorary President, WICCI- Woman India Chamber of Commerce and Industry. Namrata has been associated with brands like Vedanta, Wells Fargo and Genpact in corporate. The conscious knowledge of one’s own character and feelings is a classic definition of Self Awareness. She explained that



with character and feelings come the cognitive functions, emotions, reactions to situations and other reasons associated with them. It also enables us to resolve & modulate our internal and external conflicts. In this Master Class, we learnt that your own value propositions and lead your life in these different times when the business and personal needs are also changing. This was attended by about 50 persons and the session was greatly interactive.

# GMA Organized Extempore: Dive in Dark



**Ghaziabad:** Under the banner of STUGMA, Ghaziabad Management Association organized EXTEMPORE: DIVE IN DARK on 29th January 2022, a competitive event for Student members of GMA, in collaboration with Ajay Kumar Garg Institute of Management. This was conducted virtually on Google Meet platform.



In this event, students were allotted a topic on the spot for speaking on it. This was chosen randomly through a computerized rolling disk with names of the participants and another one with topics written on it. There were 30 topics which were based on General Awareness, Current Political Situation and Indian Economy, Finance, Economics, International Business Affairs and Marketing. After allotment of topic each participant was given 30 seconds for thinking and maximum 3 minutes for speaking on it. There were 26 students from

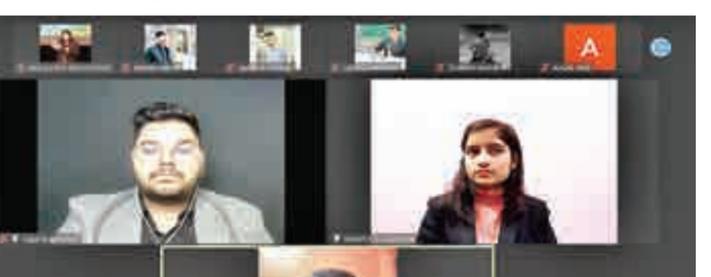


6 institutes who participated. The judges were from the Executive Committee of GMA, not connected with any of the institutes. This was attended by almost 65 persons, students and members of GMA. There was a request for such events to be repeated since they develop the

# School of J & MC Organized an Virtual Event ‘Turncoat Debate’

“Do one thing at a time and while doing it put your whole soul into it to the exclusion of all else”. – Swami Vivekananda

**Ghaziabad:** On 12th January 2022, Wednesday, the School of Journalism and Mass Communication organized a virtual event ‘Turncoat Debate’ on the occasion of the birth anniversary of Swami Vivekananda. In 1985, the Government of India declared Swami Vivekananda’s birthday as National Youth Day in honor of the great philosopher and monk. Since 1985, this day has been celebrated as National Youth Day all over India.



The School of Journalism and Mass Communication celebrated the event where students of different programs participated. The main aim of this event was to discuss the needs of society and make the youth realize their participation in such kinds of activities. The event started with the encouraging words of Prof. Anil Kumar Nigam (Chairperson – School of Journalism and Mass Communication). The participants were given the topics on the spot and were allowed to speak both in favor and against for 1.5 minutes each followed

by a question from the audience. This kept the whole event interactive and enthusiastic. Every participant used Swami Vivekanand’s teachings to prove their opinions on the given topics. There were moments of competitive explanations and spell bound questions. The event was a great success and

showed the ultimate talents of participants in being future leaders. The event was well organized and turned out to be a great learning session for the audience too. It also brought a sense of awareness towards the needs of society and the participation of youth in it.

# A Webinar on "Innovation in Banking Strategy by Digital Transformation"

**Ghaziabad:** A webinar was organized on the theme of "Innovation in Banking Strategy by Digital Transformation" on 08.01.2022 to raise awareness towards the importance of inculcating, nurturing, and unleashing scientific temper among the students. Students got

an insight into innovations happening in the banking industry. They learnt about how the research and innovations in Artificial Intelligence & Machine Learning based tools are changing banking technology and positively impacting the lives of people.



# जेकेजी इंटरनेशनल स्कूल में मनाया गया राष्ट्रीय मतदाता दिवस

**गाजियाबाद।** विजयनगर स्थित जेकेजी इंटरनेशनल स्कूल में 25 जनवरी को राष्ट्रीय मतदाता दिवस मनाया गया। स्कूल के शिक्षकों व स्टाफ ने मतदान करने की शपथ ली तथा कक्षा नवीं से बारहवीं तक के छात्र वचुंअली शपथ के भागीदारी बने।

स्कूल में राष्ट्रीय मतदाता दिवस के उपलक्ष्य में आयोजित समारोह में शपथ दिलाई तथा उन्होंने कहा कि किसी भी देश का लोकतंत्र तभी मजबूत हो सकता है, जब उसमें देश के सभी नागरिकों की भागेदारी हो। इसके लिए सभी मतदाताओं का मतदान करना जरूरी है। लोकतंत्र की मजबूती के लिए हम सभी को इस बात की शपथ लेनी चाहिए कि हम खुद तो मतदान करेंगे ही साथ ही अन्य लोगों को भी मतदान करने के लिए प्रेरित करेंगे। शिक्षकों ने भी घर-घर जाकर लोगों को मतदान करने के लिए प्रेरित करने का संकल्प भी लिया ताकि चुनाव में अधिक से अधिक लोग मतदान कर प्रदेश व देश को मजबूत करने व उन्हें प्रगति के मार्ग पर आगे बढ़ाने में अपना योगदान दे सकें।



# Yadu Public School, Noida Celebrated 73 Republic Day



**NOIDA:** NCC Girls Junior Cadets of Yadu Public School Noida celebrated 73 Republic Day in the school campus. The program started with a parade of NCC Girls and 4 houses of Yadu Public School. Flag hoisting was done by CMD Shri Kunal Yadav and Md Kunj deep Yadav and The Principal of the school Mrinalini Singh. NCC Girls presented a dance Drama on the freedom struggles of our freedom fighters. All 4 houses of

the school (Agni, Jal, Akash, prithvi) presented nukkad natak to make students realise the importance of constitution. Akash house presented the speech of Ambedkar ji and Our first president Dr Rajendra Prasad. Agni house presented tableau on Anekta Me Ekta, Jal house presented importance of Jal in our life and how to save water and Prithvi house presented dance on topic love your motherland

# जेकेजी इंटरनेशनल स्कूल में वैक्सीनेशन कैम्प



**गाजियाबाद।** भारत सरकार के कोविड-19 टीकाकरण अभियान के अंतर्गत विजयनगर स्थित जेकेजी इंटरनेशनल में वैक्सीनेशन कैम्प लगाया गया। कैम्प में 15 से 18 वर्ष की आयु के बच्चों को कोरोना से बचाव के लिए वैक्सीन टीका लगाया गया। वैक्सीनेशन कैम्प उत्तर प्रदेश चिकित्सा विभाग द्वारा संचालित प्राथमिक स्वास्थ्य केन्द्र विजयनगर प्रथम गाजियाबाद की प्रभारी चिकित्सा अधिकारी डॉ0 वर्षा दीक्षित के सहयोग से संचालित किया गया।

इस कैम्प में जेकेजी इंटरनेशनल स्कूल में अध्ययनरत कक्षा नौवीं से बारहवीं के छात्र-छात्राओं के अलावा 18 वर्ष से ऊपर वंचित अभिभावकों ने भी उदरअवष्ट का टीकाकरण कराया। टीकाकरण करने वाले बच्चों को कोरोना से बचाव के लिए रखे जाने वाली सावधानियों के बारे में भी बताया गया।



स्कूल के चेयरमैन श्री जे0के0गौड़ भी इस अवसर पर बच्चों का हौसला बढ़ाने के लिए मौजूद रहे।

उन्होंने कहा कि अपने स्वास्थ्य के प्रति जागरूक रहना हमारा प्रथम कर्तव्य होना चाहिए क्योंकि शारीरिक रूप से स्वस्थ व्यक्ति ही समाज व देश को मजबूत बना सकता है और उनके विकास में योगदान कर सकता है। चूंकि कोरोना महामारी पूरे विश्व में एक बार फिर तेजी से फैल रही है।

अतः देश की भावी पीढ़ी सुरक्षित रहे, इसके लिए ही केंद्र सरकार ने 15 से 18 वर्ष तक के बच्चों के टीकाकरण अभियान की शुरुआत की है। जेकेजी इंटरनेशनल स्कूल इस अभियान में हर प्रकार का सहयोग दे रहा है क्योंकि उसके लिए बच्चों का स्वास्थ्य ही सर्वोपरि है। इस टीकाकरण कैम्प में प्राथमिक स्वास्थ्य केन्द्र विजयनगर, प्रथम की निम्नलिखित स्वास्थ्य सहायिकाओं पूम, नीलिमा व शशि सिंह का भी योगदान रहा।

# Mrinalini has been Awarded with "Youngest Principal Award"

**GHAZIABAD:** Principal of Yadu Public School Ms. Mrinalini has been presented with "YOUNGEST PRINCIPAL AWARD" at global level in Dubai. She has contributed her hard work in the field of education for 20 years. Her core motto is child centric education and individual attention to each child in school. She has worked effortlessly in all core areas of education. Be it academics, pedagogy, assessment, teachers training, parents counseling students counseling. She has won more than 20 awards as Principal since the last 3 years at national and international level. Due to complete support and faith of the management CMD Shri Kunal Yadav and MD Ms Kunj deep Yadav of Yadu public school, the Principal of the school is able to work towards fulfilling the dream of good education for the school.

CMD Kunal Yadav and MD Kunjdeep Yadav have worked very hard for the school, their continuous guidance has helped Ms Mrinalini to achieve this award. CMD Kunal Yadav and MD Kunjdeep Yadav congratulated Ms Mrinalini for getting the award of Youngest Principal of the year 2021 at

Global level. Mrinalini has also achieved following awards in the last 2 years for the school.

Best principal award by IIHM New Delhi for 2018, 2019, 2020., Best principal award by Governor of Fujii 2019, Best principal in NCR by women and children welfare minister of UP 2019, Kalam ke sipahi award by CM Uttarakhand Teerath singh Rawat 2021, Edupreneur of year 2019 by mind mingle, Best educationist award by education minister of Maldives 2021, Change maker in education award by Global India Educationist Talk, Best curricular activities in NCR award 2021, Best methodology in NCR to teach moral values in 2021 by Eldrok, Best speaker award on presenting paper on happiness quotient by IIT Delhi 2019, Best principal in Asia award hope foundation in 2019, Best educationist award by rashtriya Hindi sangathan, Best principal award by National science Olympiad, Corona crusader award by Rishihood University, Best pedagogical leader award by edutv, Panelist award by Edu tv, Best principal award by CV Raman organization and Best principal award by Governor of chattisgarh

# Sudoku

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

# राणा प्रताप स्कूल में गणतंत्र दिवस का आयोजन

**गाजियाबाद।** राणा प्रताप हा0 सै0 स्कूल में गणतंत्र दिवस का आयोजन दिनांक 26.01.2022 को राणा प्रताप हा0 सै0 स्कूल में 73वां गणतंत्र दिवस बड़े उत्साह के साथ मनाया गया। सर्वप्रथम प्रधानाचार्या श्रीमती पूनम शिशोदिया जी के द्वारा ध्वजारोहण किया गया तथा राष्ट्रीय ध्वज को सलामी दी गई। उसके पश्चात प्रधानाचार्या जी ने शिक्षक एवं शिक्षिकाओं को गणतंत्र दिवस की शुभकामनाएं दी और देश के महापुरुषों द्वारा देश के लिए दिए बलिदानों तथा स्वतंत्रता आन्दोलन के बारे में बताया गया। अंत में प्रधानाचार्या जी ने सभी शिक्षक एवं शिक्षिकाओं को संबोधित किया। उसके बाद शिक्षक एवं शिक्षिकाओं



ने देश भक्ति गीत प्रस्तुत किये। और अंत में देशभक्ति जयकारों के साथ कार्यक्रम को सम्पन्न किया गया।

# धूमधाम से मनी बसंत पंचमी



**गाजियाबाद।** राणा प्रताप हायर सैकेण्ड्री स्कूल लाल बटार लोहिया नगर में शनिवार को बसंत पंचमी के अवसर पर पूरे विद्यालय को रंग बिरंगे फूलों से सजाया गया और सुन्दर रंगीली बनाई गई। इस स्वर्णिम बेला पर राणा प्रताप हायर सैकेण्ड्री स्कूल के छात्र-छात्राओं तथा समस्त अध्यापक-

अध्यापिकाओं द्वारा हर्षोल्लास पूर्वक बसंत पंचमी का पर्व मनाया गया। सर्वप्रथम विद्यालय की प्रधानाचार्या श्रीमती पूनम शिशोदिया ने मां सरस्वती जी की ज्योति प्रज्वलित कर मां सरस्वती जी का माल्यार्पण किया एवं सभी शिक्षकगण व छात्रों ने मिलकर मां सरस्वती जी को वन्दना



की। उसके बाद विद्यालय के छात्र-छात्राओं द्वारा सांस्कृतिक कार्यक्रम ( आरती गीत) प्रस्तुत किया गया तथा विद्यालय के प्ले के छात्र अथर्व प्रताप सिंह के द्वारा एक डांस प्रस्तुत किया गया। कार्यक्रम के समापन से पूर्व हमारे विद्यालय की प्रधानाचार्या जी ने

सभी छात्रों को बसंत पंचमी के बारे में अवगत कराते हुए कहा कि संस्कृति में ही संस्कार पलते हैं। हमें अपने नियमित जीवन में ऐसे ही संस्कारों एवं धार्मिक कार्यों को बढ़ावा देना चाहिए। अंत में सभी को बसंत पंचमी की शुभकामनाएं दी।

Knowledge

## Solve Quiz No. 88

For Students

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

1. In many countries with cold climates, the municipalities often sprinkle salt on icy roads in winter. Which among the following is the correct reason for this
  - a) The salt inhibits the formation of ice crystals
  - b) The salt lowers the freezing point of water
  - c) The salt raises the freezing point of water
  - d) The salt provides necessary friction to the tires of the vehicles
2. Which among the following is measured by an Odometer?
  - a) Pressure
  - b) Height
  - c) Distance
  - d) Velocity
3. Which device is used to measure the intensity of light?
  - a) Load cell
  - b) Lux meter
  - c) Heliumeter
  - d) Inkometer
4. Specific gravity of milk can be measured by
  - a) Elaometer
  - b) Dosimeter
  - c) Lactometer
  - d) Odometer
5. A transformer works with
  - a) Direct current
  - b) Alternating current
6. In a filament type light bulb most of electric power consumed appears as
  - a) Infra red rays
  - b) Ultraviolet rays
  - c) Fluorescent light
  - d) LED light
7. The power we use at Home has a frequency of 60Hz. What would be the period of the sine wave?
  - a) 0.116 seconds
  - b) 0.0116 seconds
  - c) 0.00116 seconds
  - d) 0.0016 micro seconds
8. Which among the following waves are most commonly used in the
  - a) Microwave
  - b) Infra red waves
  - c) Ultraviolet waves
  - d) Radio waves
9. Which among the following strictly works on the principle of dipole movement of the water molecules?
  - a) Refrigerator
  - b) Microwave Oven
  - c) Air Conditioner
  - d) Electric Geyser
10. Which among the following is the most common cause of Sunburn?
  - a) Ultraviolet Radiation
  - b) Visible Radiation
  - c) Infrared Radiation
  - d) Microwave Radiation

**Participation format**

Quiz No.....

Name of Student.....

(also attach your PP size Photo)

Class..... Year.....

College Name.....

Mobile Number.....

Email.....

Present Address.....

Permanent Address.....

**Answers (QUIZ-87) Jan, 2022 issue:**

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

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

## लेकिन मौका परस्ती से बाज नहीं आ रहा चीन

मा रत और चीन के बीच सीमा पर तनाव कायम है। चीन भारत के खिलाफ दुष्प्रचार करने से अपनी आदत से बाज नहीं आ रहा। चीन भारत के साथ रिश्तों को लगातार बिगाड़ने में जुटा हुआ है। यही कारण है कि भारत के खिलाफ दुष्प्रचार करने का कोई भी मौका हाथ से नहीं निकलने देना चाहता। हाल ही में अरुणाचल के भाजपा सांसद तापिर गावो ने आरोप लगाया था कि राज्य के तीन श्रमिकों को बीते दिनों अज्ञात संगठन ने बंधक बना लिया। उनमें से दो अब भी उनकी गिरफ्त में हैं। उधर, मौका परस्ती चीन ने बीजिंग के शीतकालीन ओलंपिक की मशाल गलवान घाटी में घायल अपने सैनिक वयूई फेबाओ को सौंप दी। यही कारण है कि भारत के राजनयिक ने बीजिंग में प्रारंभ हो चुके ओलंपिक खेलों का बहिष्कार किया है। यह भारत के खिलाफ उसके दुष्प्रचार का हिस्सा हो सकता है। यही कारण है कि 'वसुधैव कुटुम्बकम्' पर विश्वास करने वाले भारत के लिए साम्राज्यवादी कम्युनिस्ट देश चीन पर भरोसा करना संभव नहीं है। भारत के अभिन्न अंग लद्दाख में तो वह उसे चुनौती दे ही रहा है लेकिन उसने भारत के अरुणाचल प्रदेश के 15 हिस्सों के जिस तरीके से हाल ही में नाम बदल दिए थे, उससे चीन की कुत्सिक मंशा का पता चलता है।

वास्तविकता तो यह है कि वह भारत के विश्व गुरु बनने के मार्ग पर ब्रेक लगाना चाहता है। इतिहास बताता है कि चीन हमेशा से परोक्ष रूप से आधिपत्य जमाने के लिए जाना जाता रहा है। वह सदैव दो कदम आगे बढ़ाकर एक कदम पीछे लेने की नीति पर काम करता रहा है। उसका यह रवैया सिर्फ भारत के साथ नहीं बल्कि अपने सभी पड़ोसी देशों के साथ ऐसा ही रहा है। उल्लेखनीय है कि भारत अकेला एक ऐसा पड़ोसी है जो एक बड़ा और सैन्य हथि से भी सशक्त देश है। चीन ने यह महसूस किया कि यहां पर जोर-जबर्दस्ती से आधिपत्य जमाना संभव नहीं है। गौरतलब है कि वर्ष 1962 में भारत का चीन के साथ पहला युद्ध हुआ जो करीब एक महीने चला। इसका क्षेत्र लद्दाख से लेकर अरुणाचल प्रदेश तक फैला हुआ था। इसमें चीन विजयी रहा था। इसके पूर्व जब भारत में ब्रिटिश शासन था, अंग्रेजों ने 1914 में तिब्बत के साथ 'मैकमोहन सीमा रेखा' पर बातचीत की थी। तत्कालीन भारत (ब्रिटिश) सरकार और तिब्बत की सरकारों के बीच शिमला में समझौता हुआ था। इस समझौते पर 'मैकमोहन रेखा' की सहमति पर ब्रिटिश सरकार के और तिब्बत की तत्कालीन सरकार के प्रतिनिधि सर हेनरी मैकमोहन द्वारा हस्ताक्षर किए गए थे। वर्ष 1914 में शिमला समझौते के तहत मैकमोहन रेखा को एक अंतरराष्ट्रीय सीमा के रूप में मान्यता दी गई थी।

वर्ष 1950 के दशक के मध्य से ही चीन ने भारतीय क्षेत्रों में अतिक्रमण करना शुरू कर दिया था। वर्ष 1950 में चीन ने तिब्बत पर आक्रमण किया और उस पर अधिकार कर लिया। इससे चीन का न केवल मनोबल बढ़ा बल्कि वर्ष 1957 में चीन ने अक्सई चिन के रास्ते पश्चिम में 179 किमी लंबी सड़क बना ली। उसके बाद से चीन भारत की सीमा पर लगातार अतिक्रमण करता रहा है। पैगंग और गलवान घाटी की घटनाएं अभी भी हमें याद हैं। भारत-चीन के बीच सीमा संबंधी गतिरोध को समाप्त करने के लिए गलवान घाटी में झड़प के बाद 14 दौर की वार्ताएं हो चुकी हैं, पर कई मामलों में गतिरोध कायम है। हालांकि भारत सरकार ने चीन की इस मंशा को नाकाम करने के उद्देश्य से ही न केवल सीमा पर अपनी बुनियादी सैन्य शक्ति को सशक्त कर दिया है बल्कि चीन को करारा जवाब दिया जा सके, इसके लिए उसने सीमा के क्षेत्रों में आधारभूत सुविधाएं भी मुहैया करा दी हैं ताकि चीन द्वारा प्रस्तुत की जा रही चुनौतियों का मजबूती के साथ जवाब दिया जा सके।

# What To Do If Your Children Don't Listen To You!

The time has changed, the systems have changed, the concepts have changed, the family set ups have changed, the way of thinking of parents has changed, hence many new concepts have emerged in this modern world. Old values have changed and new values have been added to our life to make it easier and smooth. Nuclear family system has emerged in place of a joint family and to some extent it has also become a necessity of modern life as most of us have to live far away from our family to earn our livelihood. However, family set up is not my topic here, hence I won't discuss it in detail.

One more important change has emerged in our family life and that is to bring up our children in a loving, liberal and more facilitated way and provide them as much facilities and liberty as the parents can do. All these changes have been brought in the hope to have a more bright and talented new generation. And there is nothing wrong with it. But in the competition of earning more facilities to their children/family and busy working modern life, parents are either ignoring the valuable contact hours with their children or they have been compelled to do so. In fact, not spending quality time with your children is the root cause of this problem which I am going to discuss here. In the modern time, due to lack of quality family hours which every family is supposed to spend together has developed a gap between parents and children. Due to this gap, parents are not able to transfer the good values to their children and hence children are left to learn these things from the outside world irrespective of their unwanted bad effects on the mind and thinking of the children. Earlier, when there was a joint family system, children used to spend their leisure time with their elders, say grandfather, grandmother and others who used to teach

their children good traditional and moral values, real life experiences etc. which helped children to develop good habits, good thinking and sense of right and wrong. But in modern life, nowadays, children are spending their valuable time with the virtual world like TV, Cinema, internet surfing etc. where so many unproven imaginations are being served to them without proper guidance which in many cases is wasting their healthy playing and learning time and mind of these children. So, the children come to learn things which may or may not be right, mostly influenced by western lifestyle where it lacks the system of our traditional family bonding and respecting their parents and elders. Many times, even parents are seen to provide children with these gadgets to save themselves from spending time with their children which is absolutely wrong.

Further, while providing so much loving care to their children, parents forget to upbraid their children and also ignore their mistakes which make them unhabitual of any restraint from parents or anybody. Moreover, in many cases parents have been seen to become so careless that they don't bother to stop their children from going anywhere or any company in the name of liberty and modernisation or parents don't have time to take care of it. Sometimes, they think that he/she (the child) shall get amended by the passage of time i.e. increase in age and maturity. But it is not like that. In fact, these habits become permanent characteristics in the behaviour and thinking of their children. When the children are grown up, their mistakes are also grown up i.e. bigger now and the parents become tired of tolerating their mistakes. At this stage parents start restraining their children from doing



Prashant Kumar Taank

anything they (parents) don't like or try to mend their ways of behaving or thinking and want that their children should be gentlemen/gentlewomen which they are not. Now parents regret their own deeds and realise their mistake of not upbraiding their children for their mistakes and restraining them from bad

companies at initial stage. But the things are out of their hands/control now. On the other hand, children brought up in such modern systems become habitual of living a comfortable nuclear life and do not remain the habitual of listening NO for anything and use parents as a resource only lacking sense of duty towards their parents, family, society and country too. In many cases this type of environment also makes them prone to fall into bad habits. Their minds become unstable and they are unable to concentrate on anything.

Moreover, while parents/teachers try to mend such habits of this type of children and try to put various amending efforts and restrain them from bad habits, indiscipline acts, wrong doing etc. some of the children are not able to understand it and feel suffocation under these amending efforts and a few of them choose wrong path and don't hesitate even to go for suicide which again frightens many of the parents who are now trying to reforming their children from taking any such amending efforts which really further worsen the situation and put the parents/teachers in a pity state.

While discussing this problem, we must not forget to turn up the other aspect of this problem. This other aspect is just opposite to what I have described above till now i.e. too much restrictions on the children or punishing them too much which is again absolutely wrong and can be termed as excess or high-handedness towards the children. While some of the parents are too

loving towards their children, some of the parents are too harsh. Sometimes, it also makes the children insolent.

So, from the above discussion we come to conclude that following may be some of the reasons of the children not listening to or caring the advices of their parents:

- ▶ Too much loving care
- ▶ Too much liberty
- ▶ No valid restrictions from parents at initial stage
- ▶ Lack of guidance of right or wrong
- ▶ Lack of cordial/friendly relation with parents
- ▶ Lack of contact hours or togetherness in the family
- ▶ Too much restrictions or punishments

I shall like to make it very clear that from the above discussion I never meant to say that you should not give loving care to your children or you should always upbraid your children or put so many restrictions. In fact, a balance must be there in both the situations. Neither loving care nor restrictions or expectations are wrong, the wrong is TOO MUCH of anything of them. So, you have to take care of the requirements of your children from time-to-time. Give them loving care but don't ignore their mistakes. Reform their mistakes but don't punish them too much. You must encourage them to achieve higher goals and a bright future but don't pressurize them too much.

The last thing I shall advise here is the motivation. We should motivate our children to do good things. We should motivate our children to achieve higher goals. We should motivate our children to respect elders and parents are automatically included in it. We should counsel them from time-to-time. This motivation will make them do right things from their inside. If we could motivate them to do these things on their own, I bet we shall not need any hunter to control or mend them right.

## Should Students Get Limited Access to Internet?

The Internet is one of the prime needs of today's world. The Internet is where we can find information about everything under the sky. It is the most needed thing around the globe. Businessmen, teachers, traders, students, everyone is dependent on the internet for their work. No matter if you are a middle-class person or a millionaire, all you need is the internet, sometimes for your work and sometimes for entertainment.



Tanishi Banerjee

If we talk about students, there are many uses of the internet in a student's life. e-tutorials, college projects, exam preparations and many more activities can be done on the internet which can help students in their studies. But the fact that excess of anything can be harmful is applicable here also. This is the most serious problem among the students today. They spend the maximum part of their day on the internet and hardly have any interactions with their family members.

This leads to weak family bonds. The students who spend most of the time surfing the internet end up with an unhealthy body due to lack of physical exercise, low grades in academics because they just keep on surfing useless things, and a distance from family members because they don't have time to sit with family and talk. Students ignore their health, wealth, social, and personal life. The only thing they bother about is being online. We can see the examples of students getting mentally and physically disturbed due to internet addiction, for example, in 2018, a girl from Vietnam was addicted to Facebook and ended up in a mental hospital. Now she is under treatment.

Another case happened in Taiwan where a student died because he played an online game continuously for 2 days without eating anything. There

are endless cases like this happening with students due to the excess of the internet which reminds us how important it is to limit the internet access for the students. The sexual predators are chasing young school boys and girls and pretend to have the same hobbies and finally lure them into the world of pornography. There are many cases of lost and exploited young students due to these predators. These crimes are another reason to limit Internet access for students. The overuse of the internet is physical harm for students. Students are the future of this world and they must stay healthy to focus on their studies and become responsible citizens on this earth. With the excess of the internet, we can see many students spending hours in front of their computer screens. They keep on playing online games and chatting on social sites. This leads to their back pain, muscle weakness, eye problem, and many other posture-related issues. All these physical issues directly affect their studies and make them lazy. The Internet is a web where students easily get addicted and make their life hell. A student needs to have a social life, make friends, and have face-to-face interactions but due to the overuse of the internet, these interactions have been lost somewhere. The Internet is famous for meeting new people and making new friends but they have nothing to do with the people around us. Students get addicted to messaging and



virtual communications rather than going out and meeting friends. This affects their social life and they no longer find it comfortable to have face to face interactions. The students are lacking communication skills and going away from their relationships and all the blame is on the excess of the internet.

If we observe, we can find endless such cases near us where students are risking their future. It is important to limit the internet access for the students to save their social life also. The students getting excess of the internet can lead to cheating. The fact that the internet has all the information can be used negatively by the students. They use search engines for finding the answers to their questions during tests which lead to false results. Many schools have banned the use of mobile phones and the internet inside the school so that students can focus on their classes rather than surfing. This also enables students to achieve better grades with their hard work. The reduction in internet use can lead to awareness among students and prevent the cheating problem. The cheating is not only about cheating in examinations but there are many cases where students are hacking the school websites and changing the grades and altering the student's information. They hack their school websites to know the assignments and find their answers. In 2017, there was a case where a former student hacked his alma mater and changed his grades. The student was arrested

but this is the time to think about what leads to all this? Dangerous games like Blue Whale, Momo, etc are also part of the internet. They target students and young children to lure them to do useless tasks and kill themselves at the end. They do friendship with the students and after getting all the information and understanding their weaknesses, attack them emotionally, and blackmail them. In the year 2017-18, there were countless cases where students committed suicide due to Blue Whale and Momo. These kinds of websites are a threat to today's youth. The students are more prone to exploitation and luring which makes the internet a very unsafe place for them. There is nothing more important than saving the students from getting lured by frauds, cheats, and getting addicted to pornography. They need to have a normal physical and social life. Most importantly, students should focus on their studies rather than anything else. All this can be achieved only by reducing the internet access for the students. Although the internet is a very useful thing there are many harms also. It is better to allow students to use the internet for a limited time only so they do not get time for any useless online activity. The school is the best place for the students to learn, there is no need to search for every small thing to search on the internet. If we encourage students to search for books rather than the internet for everything, it can lead to a huge change.

## Analytics: The Game Changer for the Higher Educational Institutions

The higher education workforce has had to adjust to keep up as colleges and universities increasingly rely on data and analytics for everything from facilities management to formulating and monitoring institutional strategic goals. New employment functions are emerging to fulfill changing institutional needs for data administration, data analysis, and



Dr. Aarti Sharma

communication, and faculty and staff need new skills and capabilities to traverse and operate within a data-oriented culture. The capacity to develop a data-driven culture is becoming increasingly important for institutional leaders. Leaders from across the universities and colleges should explore strategic questions and obtain accompanying data to back up responses, demonstrate dependence on data for judgment call, and assist staff and faculty in their efforts to become data literate. In parallel to stressing the need of management commitment, the phrase states that analytics is a "team game" that requires involvement from all levels of the organization, meaning that comprehensive data comprehension should be a top priority. As higher education institutions build and ripen academic achievement programmes and other analytics projects, participation in such projects inevitably increases to provide more stakeholders and functional units. In the development of more effective analytics, staff and academics from all areas of the university have a role to play. As a result, data literacy should be seen as a critical ability in

many institutional departments and roles.

**Now, the question arises? How to do and what to do?**

This can be in terms of Recruitment tactics, Existing Personnel up gradation, and Data proficiency skills.

### Recruitment Tactics

Firstly, bring human capital into the analytics discussion to assist in rethinking hiring methods, updating job descriptions, and focusing on new skills that are required. Secondly, search for opportunities to connect new hires to the principles of higher education and the goals of the institution. Effectively expressing a higher education career's mission and values can also aid to attract future employees.

### Existing Personnel up gradation

Firstly, build a network for data users to discuss ideas and campaign for the data and technologies that will assist them in their work. Secondly, employ software implementations to help employees change their roles.

### Data proficiency skills

Firstly, develop a foundational awareness of the value of data use among all members of the institution's faculty and staff. Secondly, simply define standards and definitions, and ensure that staff and academic members are familiar with and comprehend them. Lastly, start educating data consumers about data ethics and confidentiality issues. After all, Workforce is the Key for achieving Institutional Goals.



News Brief

Alumni Speaks



**Shyam Singh, 2004-2008**  
Project work in DRDO, Research fellow in Institute of Molecular Medicine, Senior research fellow in Institute of Liver and Biliary Sciences, Teaching assistantship fellow in IIT Indore. Full time investor in businesses, stocks and Mentor. IMSEC-The best investment is the self education with clear goal. With this words, I am Shyam Singh( B.Tech, Biotechnology, Batch 2004-08), and for me IMSEC is not a college but a lifetime experience in itself. I felt more confident towards my dream when I left the college. When I joined this professional course, I had wish to get co-operative professors with good educational infrastructure and laboratories. Today I am happy to say that I got team of good professors, good library, nice place to do practical work, hygienic clean and beautiful campus. The education alongwith annual sports and other activities help me to achieve my Goal. I have worked in various eminent organization and premier institute like Institute of Liver and Biliary Sciences and Indian Institute of Technology and I feel fortunate to being part of IMS Engineering College. With respect, I express my sincere thanks to all faculties members, staffs of IMSEC.



**Vishal Agarwal, Batch:2012-2016**  
**Current company:TCS**  
**Profile/Designation: System Engineer**  
I completed my graduation from IMSEC in 2016. The four years in this institute were a lifelong lesson for me. It gave me immense knowledge to give my best to the company that hired me. Being the class representative for 4 years, I was well versed in leadership skills & my communication skills got stronger & stronger with each passing day. The faculty staff, infrastructure & facilities in the institute are absolutely sufficient for a student to get the best in life. My heartiest gratitude towards the Electronics & Communication department that helped me become a better person. The lessons learnt comes to use today as well.



**Aarti Tomar, Batch: 2013-2015**  
**Branch: MBA**  
If schools are the initial steps towards your destination then colleges are a road-map. I have always been shy and introverted in my schooling, that doesn't mean I was bad in my studies, I was great yet less confident. Choosing IMS for creating the road-map of my journey was the one step that I would always appreciate. I graduated from IMS (IMS UG to be specific) and more than me, my parents liked the college imagine. Jokes aside, they actually noticed the boost in my confidence and as always they decided to enroll me for Post-graduation in IMSEC (again) and wait until I become the next Indra Nooyi (okay no more jokes). It was such a wise decision, I've got extremely amazing faculties, friends and a so inspiring environment that a person (me) who never could have decided what to become in life finally had a vision. I've worked with a few companies so far including an MNC, people do appreciate my work wherever I go and it is all because of the learning I've got in IMSEC. Honestly, everything will leave you one day but your learning and experience would never. So choosing the right roadmap is the key to success and luckily I chose one.



**Prithvi Rastogi**  
**IT (2011-2015) Batch, Test Lead, IBM Consulting, India**  
It has been more than 6 years since I got out of the IMSEC but it seems like only yesterday. All the memories are still fresh in my mind. The 4 years spent in IMSEC are one of the best times. I really like to thank my faculty members, who are always there to help me from day one when I joined the college to the last day in the IMSEC. The IMSEC gave me the opportunity to learn & grow and helped me achieve my target. To all the freshers, always focus on the goal you want to achieve in life, these 4 years of commitment are a long way to go. You will face many ups and downs but don't let yourself be discouraged by that, try harder & harder till you achieve what you have been waiting for.



**Vidushi Trivedi**  
**IT (2013-2017) Batch, Senior Software Engineer, QA Infotech, Noida**  
Finding the right path to success at the right time is really very important and for that way I had selected IMSEC. The friendly environment, the systematic approach towards imparting education at IMSEC made me a competent individual. The wide range of activities-both curricular and co-curricular- along with the support from Faculty members is really very helpful for my future. The faculties are really very kind and approachable when any need arises. I got a huge exposure and will be able to enhance my skills. The learning here is not restricted towards theoretical knowledge only, the practical aspects are taken into equal consideration. I am really blessed to be a part of this organisation. Advice to my juniors who are currently in the path of this 4 years graduation program, Do your best. These years are the most precious years of your life, learn a lot, grow your skills and explore as you have best faculties to help you to get the gem out of you. All the best for your future endeavours!!!

Fitness Camp for Employees Organized by IMSEC

**Ghaziabad:** Scientifically, the Surya Namaskar has developed immunity and improved vitality, which is significant to our health during pandemic conditions. Exposure to the Sun provides the human body with Vitamin D, which has been widely recommended in all medical branches. The Surya Namaskar is a set of 8 Asanas performed in 12 steps with coordination of the body and mind. It is preferably performed in the early morning.

- 1. Pranamasana (प्रणामआसन)**  
Mantra: ॐ मित्राय नमः। (Om Mitraya Namaha)  
Meaning: One who is friendly to all.  
The significance of the Asana:  
· It maintains the balance of the body relax the nervous system
- 2. Hasta Uttanasana (हस्तउत्तानसन)**  
Mantra: ॐ स्वयंभवे नमः। Om Ravaye Namah  
Meaning: The shining one, the radiant one.  
Significance of the Asana:  
· It expands the chest resulting in the full intake of oxygen. Lung capacity is fully utilized.
- 3. Hasta Padasana (हस्तपादआसन)**  
Mantra: ॐ सूर्याय नमः। Om Suryaya Namaha  
Significance of the Asana:  
· Hasta Padasana makes the waist and spine flexible.



- Opens the hips, shoulders, and arms.
- 4. Ashwa Sanchalanasana (अश्वसंचालनआसन)**  
Mantra: ॐ भानवे नमः। Om Bhaanave Namaha  
Meaning: One who illuminates or the bright one.  
Significance of the Asana:  
· Ashwa Sanchalan asana strengthens the leg muscles.  
· Good for indigestion, constipation, and sciatica.
- 5. Dandasana (दंडासन):**  
Mantra: ॐ खगयानमः। Om Khagaya Namah  
Meaning: All-pervading One, one who moves through the sky.  
Significance of the Asana:  
· Improves posture.  
· Stretches the shoulders, chest, and spine.  
· Calms the mind.
- 6. Ashtanga Namaskara (अष्टांगनमस्कार)**  
Mantra: ॐ पुष्पे नमः। Om Pooshne Namaha



- Meaning: Giver of nourishment and fulfillment.
- Significance of the Asana:  
· Ashtanga Namaskara enhances the flexibility of the back and spine.  
· Strengthens the back muscles.  
· Reduces tension and anxiety.
- 7. Bhujangasana (बुजंगआसन)**  
Mantra: ॐ हिरण्यगर्भाय नमः। Om Hiranyagarbhaya Namah  
Meaning: One who has a golden-colored brilliance.  
Significance of the Asana:  
· Bhujangasana stretches the shoulders, chest, and back.  
· Elevates mood.
- 8. Parvatasana (पर्वतआसन)**  
Mantra: ॐ मरीच्ये नमः। Om Marechchaye Namaha  
Meaning: Giver of light with infinite rays.

- Significance of the Asana:  
· Parvatasana strengthens the muscles of the arms and legs.  
· Increases blood flow to the spinal region.
- 9. Ashwa Sanchalanasana (अश्वसंचालनआसन)**  
Mantra: ॐ अदित्याय नमः। Om Adityaya Namah  
Meaning: The son of Aditi, the cosmic divine mother.  
Significance of the Asana:  
· Ashwaanchalanasana tones the abdominal organs.
- 10. Hasta Padasana (हस्तपादआसन)**  
Mantra: ॐ सवित्रे नमः। Om Savitri Namaha  
Meaning: One who is responsible for life.  
Significance of the Asana:  
· It opens the hips, shoulders, and arms.
- 11. Hasta Uttanasana (हस्तउत्थानआसन)**  
Mantra: ॐ अर्कानमः। Om Arkaya Namaha  
Meaning: One who is worthy of praise and glory.  
Significance of the Asana:  
· Expands the chest resulting in the full intake of oxygen. Lung capacity is fully utilized.
- 12. Tadasana (ताडासन)**  
Mantra: ॐ भास्कराय नमः। Om Bhaskaraya Namah  
Meaning: Giver of wisdom and cosmic illumination.

Celebration of 73rd Republic Day

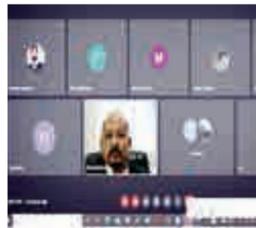
**Ghaziabad:** IMS Group of Institutions, Ghaziabad celebrated 73rd Republic Day in all its solemnity and grandeur on 26th January 2022. The program commenced with the unfurling of the tricolour by the respected Directors, dignitaries and students of the institutions. The faculty & staff members and the students sang the national anthem and saluted the National Flag pledging to uphold the honour and integrity of INDIA.



Cultural programme consisted of patriotic songs, skits, and speeches showcased astute minds and diverse talents which raise the essence of integrity, ethics and inclusion among all. The day was celebrated with festivities and patriotic fervour. After the program all faculty & staff members as well as the students enjoyed the high tea arranged by the institute. Here are the Glimpses of the occasion.

"Disha: The Leadership Talk" Series of Online Lectures

**Ghaziabad:** An online Guest Lecture was organized by the MBA Department on 28th December 2021. The "Leadership Talk" series of Online lectures. The speaker was Mr. Manoj Barthwal, Chairman at Indian Business Chamber – Vietnam and Director at SIV Associates Intl. Pte. Ltd, Singapore. The topic of the lecture was "Emerging Covid Threat and the Indian Pharma Industry". He spoke about the emerging threats on account of new variants of the Covid virus and that the tools we had as protection were the vaccines and medical facilities. He said that in India almost 60% people



had already received the vaccination for Covid. He further said that the new Omicron variant would have mild symptoms as compared to the earlier variants and that it would follow a seasonal pattern. He also spoke about "Molnupiravir" the first oral antiviral" medication which had been developed by Merck Sharp Dohme (MSD). He said that in response to the Covid threat, the pharmaceutical industry had to produce new and affordable drugs fast for the world. He also spoke about the changes the Indian pharma industry had undergone over a period of time, as a result of changes in the patent system. He stated that the Indian Pharma Industry had emerged as the largest global producer of generic drugs accounting for 20% of the market share and was also producing 60% of the Covid vaccines. He also answered the queries of the students and faculty members on the topic.

News Brief

Alumni Speaks



**Sakshi Agarwal, Batch: 2016-2018**  
**Currently Working: Publicis Sapient**  
**Designation: Associate HR Operation**  
It was really great experience to dream about the future, when you work hard to achieve your goals, nobody can stop you from achieving it. The exposure I got from IMSEC really helped me to be a confident in professional life. IMS has a highly qualified teaching staff with down to earth approach. It is one of the best institute to study at. Thankyou HOD and faculty members mentoring me and for giving me a life lesson I need to achieve my academic goals.



**Abhinav Kumar Singh**  
**CSE (2015-2019) Batch,**  
**Full-Stack Developer, Boeing Pvt Ltd., India**  
I am Abhinav Kumar Singh a pass out of 2019 batch from IMSEC & currently working with Boeing India Private Ltd, Bengaluru as a Full-stack Developer. I can never efface the contribution of the CSE dept, my faculty, and placement cell towards helping me to develop those crucial skills which are required to have a successful corporate life. We overcame challenges, faced the ruthless world, learned, relearned, and in the process, made memories of a lifetime. Our College will always be another home for us. As we gracefully culminate the four years spent here, it feels humbling to be a part of the history. I am sure the upcoming batches will continue the rich legacy and strive to make us all proud.



**Priyank Mathur**  
**(Batch: 2014-2018)**  
**NTT DATA Services, Software Development Analyst**  
My journey at IMS Engineering College was amazing. The college faculty and administration have supported me and my endeavours throughout. I am thankful to all the passionate teachers who were kind and well prepared for sharing their wisdom and experiences with us. They always provided us with amazing opportunities and challenges that kept us on our toes and made us more capable of solving problems outside the realm of textbooks and our curriculum. The college regularly organizes workshops and competitions to help students learn new skills. Those experiences really helped me stand out among others. The college also organized educational trips on a yearly basis. These trips allowed me to expand my intellectual horizon. I am very proud to be an alumnus of this institution.

An Epitome of Humanity for People Living in Slum Areas



**Ghaziabad:** IMSEC-GZB, one of the premier institutions, running Technical and Management courses at Under Graduate and Postgraduate levels not only imparts quality and research-based education for making their students placed in branded organizations but also renders services of humanity by

distributing woollen clothes and other winter requirements to the deserving people living in slum areas in Ghaziabad. The NSS committee was constituted of distinguished academic and non-academic staff members at IMSEC – GZB chaired by Dr. M.K. Singh has made a commendable job on

07th, January, 2022 by distributing new and old woollen clothes and other essential winter requirements like blankets and quilts to the underprivileged people living in the slum areas of Govindpuram and adjoining areas. The employees of IMSEC-GZB have contributed their level best

and leveraged their resources to support mankind living below the poverty level. It is undoubtedly a result of true devotion, dedication and determination to assist these people at the spiritual level. The vision to elevate humanity lies in the theory that charity begins from home. It is really a true

endeavour to empower the dormant feelings of humanity to support the discriminated segment of our society due to their poverty and initiate a support system at a nascent stage to trigger and uplift exponentially the phenomenon of "being human" with the passage of time.

**News Brief**

**IMS Ghaziabad in Top B Schools by Business World**

**Ghaziabad:** IMS Ghaziabad has achieved yet another prestigious milestone; it has been ranked as 16 amongst India's Top Private B-Schools in North Region; 45 amongst India's Top Private B-Schools and 64 amongst India's Top B-Schools (Overall) in the prestigious survey of India's Top MBA Colleges conducted by 'BW Business World', one of the leading Business News

magazine in India. Under the edifying vision of Chairman Shri Naresh Agarwal; Managing Trustee, Shri Nitin Agarwal and the charismatic leadership of Director, Dr. Urvashi Makkar, IMS Ghaziabad is being consistently recognized for its strong leadership, quality education, world class infrastructure and a forward-thinking approach to Academic Excellence, Innovative Pedagogy, Global Exposure, Industry Interface, and Placements & Skill Development by eminent bodies like Outlook, The Week, Competition Success Review, Business Today, Careers360 and many more. These achievements encourage us to achieve higher benchmarks in crafting global leaders of the future who are competent to be drivers of change.

**IMS Ghaziabad Featured Extensively in Leading Magazine**

**Ghaziabad:** The thought-provoking articles based on keen insights by the visionaries of IMS Ghaziabad were published in Competition Success Review, a leading magazine, in its recent issue.



The discussion captured the rich perspectives of Managing Trustee, Shri Nitin Agarwal on the critical responsibility of educational institutes in imparting quality management education for developing future leaders. Director, Dr. Urvashi Makkar emphasized that agility in management education is the burning need of the hour in the ever changing industrial and commercial world. She highlighted the tripartite focus of the institute on Academic Excellence, Corporate Readiness and Global Interface for enhancing the learning agility of the budding managers.

**Webinar on Interview Preparation**

**Ghaziabad:** Carrying forward the legacy of glorious achievements of its internationally acclaimed faculty fraternity under the transformational mentoring of Director, Dr. Urvashi Makkar is proud to share that Ms. Sangeeta Gadhok Magan, Professor, IMS Ghaziabad, graced the Webinar on "Interview Preparation" for students of Jesus and

Mary College, as an Expert Resource Speaker on January 10, 2022. The critical webinar is the outcome of the collaborative efforts of IMS Ghaziabad and Department of Commerce, Jesus and Mary College, University of Delhi to hone the interview skills of students, thus enabling them to confidently ace the selection process.

**IMS Ghaziabad Grabbed Glorious Rankings by Outlook**

**Ghaziabad:** IMS Ghaziabad, a trustworthy name in management education, has earned exceptional rankings of "7th Private Standalone B-School" in All India; "10th Top Private B-School" in Delhi NCR; "12th Top Private B-School" in North Zone and "51st



Top Private MBA Institute" in All India out of more than 200 institutes in the prestigious survey of India's Best B Schools conducted by 'OUTLOOK', India's leading English news magazine. Under the enlightening guidance of Chairman Shri Naresh Agarwal; Managing Trustee, Shri Nitin Agarwal and the transformational leadership of Director, Dr. Urvashi Makkar, IMS Ghaziabad is being consistently recognized for its Academic Excellence, Innovative Pedagogy, Industry Interface, and Placements & Skill Development by eminent bodies like The Week, Competition Success Review, Business Today, Careers360 and many more. These achievements reinforce our unflinching commitment to achieve higher benchmarks with increased rigor, zeal and enthusiasm.

**Online Session on EDDF Program**

**Ghaziabad:** A unique online session on "Entrepreneurship Development & Dream Fulfillment Program by Oriflame" was organized for PGDM students of IMS Ghaziabad on January 12, 2022. The Expert Resource Speaker for the session was Mr. Frederic Sebastian Widell, VP and Head of South Asia and Managing Director- India, Oriflame. He apprised the inquisitive students on the Entrepreneurship & Dream Fulfillment Program offered by Oriflame. Various prospects of working with Oriflame and becoming an official brand partner of the organization were also discussed with them.

In her Inaugural Address, Dr. Urvashi Makkar highlighted that the current VUCA environment sparked by the ongoing pandemic has contributed as a catalyst for launching of numerous



entrepreneurial ventures in almost all spheres of business. According to her, though there is no readymade recipe for being successful as an entrepreneur, yet if an individual takes initiative, exhibits risk taking ability and is able to assess the next step that needs to be taken depending upon the prevailing market scenario ahead of the competitor, then he is on the right track of entrepreneurial success. Coordinated by Ms. Vaani Gandha, the interactive session helped the young minds to explore building their Business, Brand and Identity in collaboration with Oriflame.

**MDP on "Strategic Framework to Analyze Supply Chain through AI and ML"**

**Ghaziabad:** IMS Ghaziabad, a premier league management institute in India, organized a Management Development Program on "Strategic Framework to Analyze Supply Chain through AI and ML" on January 8, 2022. The MDP was graced by the intellectual deliberations of Chief Guest, Prof. Sumil Luthra, Ch. Ranbir Singh State Institute of Engineering and Technology, Jhajjar, India and Expert Resource Speaker, Prof. R.K. Singh, MDI, Gurgaon. The MDP was envisioned under the academic acumen of Director, Dr. Urvashi Makkar to provide an interactive platform for corporate executives, academicians & research scholars to be acclimatized with the applications of Artificial Intelligence and Machine Learning in Supply Chain Management. Coordinated by Dr.



Naveen Virmani, Area Chair, Operations and Dr. Parul Yadav, Area Chair, MDP, the programme was instrumental in providing meaningful insights to delegates for effective decision making in operations and supply chain management. Speaking on the occasion, Dr. Urvashi highlighted the exponential and transformational developments in AI and ML in contemporary times. She emphasized the critical role of technology as the backbone in all

industries for survival, growth and profitability. The experts acclimatized the participants with the multiple dimensions of forecasting, inventory management, facility location, product classification, vehicle routing etc. Hands-on training was given by them through multiple simulation exercises, case studies and relevant readings. The practical and application oriented approach of the MDP enriched the learning experience of the delegates.

**Innovative Library Activity "Read Aloud"**

**Ghaziabad:** In order to inculcate the habit of using the enriched library of IMS Ghaziabad, a unique activity of "Read Aloud" was organized on January 06, 2022 for PGDM students. The session was envisioned in line with the numerous endeavors of Director, Dr. Urvashi Makkar for the holistic personal and professional development of the budding managers.

The students were enthusiastically engaged in practical exercises for increasing their attention span and cognition. Coordinated by Dr. Amit Bhati,



the fun packed library activity strengthened the communication skills of the students and enabled

them to build connections between the spoken and written word.

**Vibrant, Optimistic and Joyous New Year 2022 Celebrations**



**Ghaziabad:** Wishing bright opportunities and kindred spirits to one and all, IMS Ghaziabad, celebrated "Ad Meliora" - Hither and Onward!! on January 3, 2022, to mark the beginning of New Year 2022 with renewed energies for an optimistic and bright future.

Dr. Urvashi Makkar, Director, IMS Ghaziabad conveyed her warm wishes to the faculty and staff team of the institute in an ambience of positivity and hope in the resplendently adorned campus.

She expressed her gratitude to the visionary mentoring provided by Chairman, Shri Naresh Agarwal and Managing Trustee, Shri Nitin Agarwal in enabling the institute to earn remarkable achievements, accolades and glory in the past year. While expressing her thoughts in a soulfully composed poem, she inspired everyone to welcome the New Year with synergy, hope & passion in order to achieve the zenith of their personal and professional goals.

**User Awareness Programme Organized on "EBSCO Business Source Elite"**

**Ghaziabad:** Carrying forward the motto of 'Involve, Innovate and Ignite the Reading Habit', the Library team of IMS Ghaziabad organized a highly relevant Online User Awareness Programme on "EBSCO Business Source Elite" for students and faculty on January 11, 2022.

The critical session was envisioned in line with the endeavors of Director, Dr. Urvashi Makkar to boost academic excellence and research culture in the institute. The Expert Resource Speaker of the session was Mr. Lakhpat Singh Naruka, Training Manager, EBSCO Information Services, who explained the diverse features of EBSCO databases and other services in a simplified and clutter-free format. Hands-on training was given by him on easy steps to discover new research ideas, referencing, tracking new trends and retrieving articles. Participants learnt how to receive alerts on the new contents and journals of their interest as well as quick ways to navigate



and understand an article. Speaking on the occasion, Dr. Urvashi Makkar emphasized on the phenomenal importance of reading and being continuously updated on the current trends. She inspired the students to make the best use of the rich library resources of the institute for bringing about a sea change in their content quality, knowledge base and subject orientation. Coordinated by Dr. Amit Bhati, the session was instrumental in familiarizing the participants with time saving features for extracting, saving and accessing relevant information using the EBSCO database.

**IMS featured in Higher Education Review Magazine**



**Ghaziabad:** In-depth interviews of Shri Naresh Agarwal, Chairman, IMS Group of Institutions; Shri Nitin Agarwal, Managing Trustee, IMS Group of Institutions and Dr. Urvashi Makkar, Director, IMS Ghaziabad have been featured in Higher Education Review Magazine in its December, 2021 issue. The focus of the interviews was on the incessant initiatives undertaken by the institute towards achieving Excellence in Quality Education, Fostering

Corporate Linkage, Promoting Research Orientation, Building Global Interface, Developing Entrepreneurial Culture, and Nurturing Performance Oriented Work Culture. With its three pronged focus on Academic Excellence, Corporate Readiness and Global Exposure that is reflected in the entire tapestry of its PGDM program, IMS Ghaziabad is being gloriously recognized at multiple platforms for crafting future ready management professionals.

**Further Education Leadership & Management Training Workshop-II**

**Ghaziabad:** IMS Ghaziabad Director, Dr. Urvashi Makkar along with Master Trainers selected by AICTE-UKIERI, Dr. Neelam Srivastava, Professor & Head, Electronics & Communication Engineering, Institute of Engineering & Technology, Lucknow; Dr. Vandana Arora, Director & Professor, Lloyd Institute of Management & Technology; Dr. Pooja Tripathi, Professor & Head, IT, Indraprastha Engineering College and Dr. Monica Verma, Professor, IMS Engineering College, conducted the prestigious 'Further Education Leadership & Management Training Workshop-II' for academic leaders of India under the Technical Education Leadership Development Programme (TELDP). The 4-Days Workshop was hosted by the institute from



January 18-21, 2022. A brainchild of AICTE to encourage academic excellence in technical education, the noteworthy UK-India Education and Research Initiative (UKIERI) started in April 2006 with the aim of enhancing educational linkages between India and the United Kingdom. Many relevant aspects on

Teaching and Learning were deftly explained by Dr. Urvashi through engaging discussion, anecdotes and examples. The highlight of the session was the practical exercises which empowered the participants to strengthen their understanding and skill sets on being an effective teacher.

# Workshop on "One Week Online Python Bootcamp" Organized by School of IT

**Ghaziabad:** The School of Information Technology, IMS Ghaziabad (University Courses Campus) organized "One Week Online Python Bootcamp" in association with the CSI (Computer Society of India), Ghaziabad chapter on 10 Jan, 2022.

The Resource Person/Trainer for the above course was Prof. Rakesh Roshan, IMS Ghaziabad, University Courses Campus (Certified Professional from Google, Udemey, NPTEL, IBM, etc).

**Day 1:** The first day's sessions began at 3:00 PM on the Zoom Platform. The session began with the anchors welcoming the participants and giving insights on the topic. Furthermore, they introduced the 'Patron', Prof (Dr) Ajay Kumar, Director, IMSUC. Dr. Ajay manifested signs of happiness by seeing an enthusiastic gathering present in the session. He deliberated how Python programming is powering the global job market

and is also one of the 10 top popular programming languages worldwide and much more. At last, he officially announced the opening of the course and congratulated all the organizers. Following this, the anchors then introduced and requested the 'Advisor' Dr. Gagan Varshney, Chairperson and HOD, School of IT to load the students with his knowledge.

Dr. Gagan welcomed everyone and commenced his speech by introducing the BCA program of IMSUC Ghaziabad. Given the knowledge of how important python programming is in today's world, he also stated that many reputed industries like Facebook, Instagram, Dropbox, and even NASA use Python frameworks. At the end of his speech, he welcomed everyone again and rolled the dice over the 'Resource Person' Prof. Rakesh Roshan, IMSUC. Mr. Rakesh begins the session by introducing Python programming. He explained what programming is



through an example of a family going on a trip.

Furthermore, he asked participants to open up their browsers and follow his instructions to download and install python. In addition, he introduced and explained the use of python's online compiler. He also introduced the Jupyter Notebook and instructed how to install Anaconda on their systems. At last, he informed us what we will be studying in the next class and thanked everyone for being present today. The

session ended with a grand success. Everybody enjoyed and learned a lot from the session. The two-hour session of the first day ended with addressing the various questions of the students.

**Day 2:** It began with the discussion of the topic "Operators and Data Structures". The resource person briefed about the basic python data structures, including list, set, tuples, and dictionary. Each of the data structures is unique in its own way. He also covered the topic of Operators, which are



special symbols in Python that carry out arithmetic or logical computation. The value that the operator operates on is called the operand.

**Day 3:** The session kick-started with the topic of "Conditional statements, looping, function, and modules". The importance of conditional statements, functions, and looping, along with its function was explained by the resource person. He also stated its uses and advantages with the help of various examples.

**Day 4:** The session proceeded towards the discussion of File handling, Exception handling, Iterators, and Generators. Mr. Roshan explained the fundamental concept of the strongest features of python's language. He specifically talked about the principality work of the topics with their role in implementing codes in the language.

**Day 5:** Again the session commenced with the discussion. The topic for the day was "Object-oriented programming

using python". Object-Oriented Programming is a way of computer programming using the idea of "objects" to represent data and methods. It is also an approach used for creating neat and reusable code instead of a redundant one. The program is divided into self-contained objects or several mini-programs. Every Individual object represents a different part of the application having its own logic and data to communicate within itself.

**Day 6 :** On the last day of the workshop, an evaluation test was conducted by the resource person Mr. Rakesh Roshan and the participants appreciated and encouraged the efforts and the learnings from the workshop.

Then, the session was wrapped up with a vote of thanks by Prof. Sunil Kumar Sharma expressing his gratitude to the resource person, School of IT (IMSUC), and all the attendees, who were actively involved throughout the session.

## Webinar Organized on Fintech and Blockchain



*"The blockchain symbolizes a shift in power from the centers to the edges of the network"*

**Ghaziabad:** Never depend on single income, make investment to create a second source with this objective FAB Association and have organized an online webinar on blockchain and cryptocurrency future in India on 23-January-2022.

IMS Ghaziabad (University Courses Campus) was an academic partner with FAB for the session. Industry partners for the session were Fintech and Blockchain Association (An enterprise of EST Global Inc USA), Coin store Singapore, India Blockchain Alliance, NITI Tantra, Shefan pro and Token space (Media partner).

The major topic that was covered in the session was Drafting an exit plan into post-covid with special emphasis on employment, Cryptocurrency, economy, education, healthcare and exploring the possibility of recognizing cryptocurrency as a legal tender in India.

Panel members commenced the session by telling the students

what basically fintech and blockchain means and what can be the future perspective of cryptocurrencies in India, whether these cryptocurrencies can be legalized in India or not. There are also various panelists who are from different countries, who share their own views on fintech and blockchain and their future, whether cryptocurrencies can change the world or not. Some countries have already accepted the cryptocurrencies as legal tender like EL Salvador (first country to accept bitcoin coin as legal tender). And told us what is the post covid exit plan on various aspects like economy, education etc. The future of money is digital currency. With this learning, the session came to an end by figuring out the queries of the students, overall it was a knowledgeable and great learning session for everyone.

Last thanks to management & Director of IMS Ghaziabad, University Courses Campus, CEO- FAB Dr. Sindhu Bhaskar, Mr. Sourav kumar Co- founder FAB.

## School of IT Organized a Career Counselling Session

**Ghaziabad:** The School of Information Technology, IMS Ghaziabad (University Courses Campus) organized a "Career Counselling Session: Future Prospects - Capability Enhancement and Mapping" for the BCA students on 17 Jan, 2022 Batch: 2019-22. Mr. Surya Saxena, assistant prof., IMSUC, commenced the session by introducing IMSUC and giving insights into the session. He then introduced Prof. (Dr) Ajay Kumar, Director, IMSUC and requested him to provide students with his deliberation. Dr. Ajay gladly accepted his request and welcomed all the students who were present in the session. He introduced all the guests, an Alumnus and Associate Designer, Protivita, Mr. Madhav Garg, Dr. Pooja Rastogi, Chairperson, MIB, IMSUC and Kashish Kalra, last year student, MIB. He further stated that after graduation, the students will get three options:

1. To get a job,
2. To commence a new Start-up, and
3. To go for higher education



Following this, he further stated that all these roads are risky and the students must choose one to follow with precise care; "We must be careful while choosing our future", he said. Providing knowledge of the MIB, MBA and PGDM courses that IMS offers, he ended his speech and wished students the best of luck for their future endeavors.

Mr. Surya then introduced Chairperson, BCA department, Dr. Gagan Varshney and asked him to fill students with his knowledge. Dr. Gagan started with his deliberation by sharing his excitement about conducting this event, "It is a great pleasure to conduct a Career Counselling Event", he said. He shared his career story to the students in the session and gave an example of

what's the difference between simple soil and the soil being used in making clay pots. Furthermore, he provided five pillars on how to be more focused while choosing a career, which is: Career planning, Self-Assessment, Exploring Options, Narrowing Options and Implementing Goals. At last, He ended his deliberation by saying "Have a purpose in life, fill it with passion and you will be directed in the right direction at the right time for your career."

Mr. Surya introduced Mr. Kashish and congratulated him on securing so far, the highest package in IMS of 17.50 LPA, Richelieu Financial, Dubai, UAE. Mr. Kashish thanked him and shared his experience on how he got this opportunity. He stated that we students are no

different from the others in IIMs, what is different is just our mindset. He also stated that it is important to focus in order to achieve our goals. Dr. Pooja was introduced next and she gave such a remarkable presentation on how doing masters in management after an IT course would be a perfect combination for the students to have both IT as well as managerial skills in their portfolios. After Dr. Pooja's deliberation, Dr. Gagan gave a vote of thanks to Mr. Madhav Garg and honored him with an E-Memento.

Mr. Madhav agreed with all the knowledge that Dr. Pooja provided during her session. He shared how IMS was helpful and cooperative during the times when he was a student and ended his session by thanking everyone for inviting him. The students then asked their queries and the guests answered them exceptionally.

Mr. Rakesh Roshan, assistant prof., IMSUC thanked the guests, faculty and the audience for joining the session and wrapped up the event.

## MOU Signing Between IMS and Fintech and Blockchain Association, USA

**Ghaziabad:** On 25th January 2022, a virtual MOU signing ceremony was held between Institute of Management Studies, Ghaziabad (University Courses Campus) and, Fintech and Blockchain Association, USA to promote scholarly cooperation and nurture the talent of the IMSUC students by creating skilled manpower in the area of Finance & Financial Technology

(Fintech & Blockchain). The Virtual MOU signing ceremony was attended by Prof. (Dr.) Ajay Kumar - Director, IMS Ghaziabad (University Courses Campus), Dr. Sindhu Bhaskar - CEO, Fintech and Blockchain Association, Mr. Saurav Kumar Co-Founder and respected HODs from various department, faculty members and students.

After the welcome note and

introduction, Prof. (Dr) Ajay Kumar and Dr. Sindhu Bhaskar expressed their views on this MOU whose objective will be to make Fintech & Blockchain technology simple and accessible for everyone. The MOU was signed by Prof. (Dr.) Ajay Kumar and Dr. Sindhu Bhaskar who also expressed their pleasure to be working in collaboration together. The whole event was



successfully coordinated by Prof. Ashish Kumar Shrivastava and

ended with a vote of thanks by Dr. Gagan Varshney.

# Annual Inter-Institutional HR Event PEOPLE CONNECT 2022

**Ghaziabad:** Keeping the legacy alive, IMS School of Management, IMS Ghaziabad (University Course Campus) hosted its Annual Inter-Institutional HR event PEOPLE CONNECT 2022: 'Create! Communicate! Collaborate!' on 29th January 2022 through online mode via Zoom app. The program had an assortment of events related to HR Kreao: Poster Presentation, HR Mind-Mania: Be Quizzitive, and HR hurdles: Crack the case.

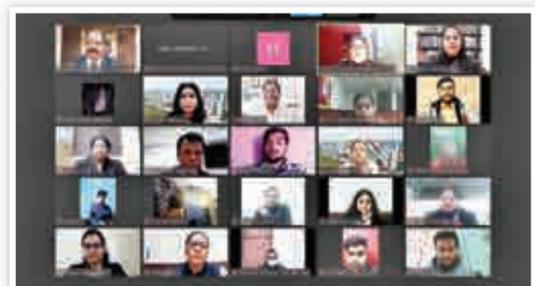
The inauguration ceremony was commenced with the blessings of Goddess Saraswati in the presence of Honorable Guests, Dr Sudhir Sharan (Co-Founder OWG, Pune, Former Visiting Professor, IIM Lucknow) & Mr Vijay Rai (Chief Growth



Officer- Asia Pacific & Executive Board Member, DayOne Technologies, Atlanta, USA). The welcome address was presented by Prof. (Dr.) Ajay Kumar-Director IMS, Ghaziabad University Courses Campus.

The major attraction of the event was the Panel Discussion on "Remodelling organization in Post-Covid

Era" where eminent industry experts shared their knowledge on the current aspect of work culture. The Panelists were Ms Nowsheen Yaqoob (Founder & CEO, Auracious Global Consulting), Mr Dibyendu Bidyanta (Addl. General Manager(HR), Bharat Electronics), Ms. Deepshikha Malik (Head-HRD and



HeroMotorCorp) & Mr Rakesh Seth (Chief Mentor-People Performance & Productivity, Organisation Design and Development). The Moderator of the panel discussion was Mr Agniwesh Thakur (Lead HCM, Accenture). There was an enthusiastic participation of students from various leading B-

schools of India including IIM Indore, Xavier Institute of Management, Narsee Monjee Institute of Management Studies, IIT Delhi, IIM Shillong, Amity Business School, BIMTECH Greater Noida, DTU Delhi, Delhi University, Punjab University, and any more.

The event saw an inflow of huge talent that participated in

various activities. The best talents were motivated and acknowledged with trophies, certificates, and cash prizes. There were three events in HR event and the winners for all events had to compete for the best position as per their capabilities. The winners were

- HR Kreao: Poster Presentation**
- ▶ Dhairya Chandwani & Tanisha Gupta - LSR, University of Delhi
  - ▶ Barath Kumar JK & Gopinath S - PSG College of Technology
  - ▶ Shrey Pal & Rishabh Srivastava- IMSUC, Ghaziabad
- HR Mind-Mania: Be Quizzitive**
- ▶ Pranav Pandey & Ishojit Roy Choudhary - Welingkar

Mumbai

- ▶ Kavya Verma & Vihaa Shah - WeSchool
- ▶ Vaishali Sharma & Vedansh Dubey - XIMB

**HR Hurdles: Crack the case**

- ▶ Abhinav Anand, Sri Lekha Budigina & Aditi - IIM, Bodh Gaya
- ▶ Vaishali Sharma & Vedansh Dubey - XIMB
- ▶ Saumya Gulati & Ananya Roy- NMIMS, Mumbai

As rightly said by Venkat Kumaresan, "They are not human resources. They are resourceful humans". This event gave the students a platform to implement the HR tools and techniques learned in classes in the practical field.

# भारत की समृद्ध ज्ञान परंपरा एवं भारतीय संस्कृति



**विश्व में भारत देश के सनातन धर्म का इतिहास अत्यंत ही गौरवशाली एवं प्राचीन इतिहास माना जाता है। कहा जाता है कि करीब 14,000 विक्रम सम्वत् पूर्व भगवान नील वराह ने अवतार लिया था, उस काल के बाद आदि वराह काल, उसके पश्चात श्वेत वराह काल हुआ। इसी काल में भगवान वराह ने धरती से जल के कुछ भाग को हटाकर इसाणों के रहने लायक बनाया था। इसके पश्चात भगवान ब्रह्मा ने इसानी जाति का विस्तार और नीलकंठ महादेव ने सम्पूर्ण धरती पर धर्म और न्याय का राज्य कायम किया। हिन्दू सभ्यता की शुरुआत मीठीक यहीं से मानी जाती है। सनातन धर्म की कहानी की शुरुआत मीठीक काल से ही होती है, जबकि पहले का मीठीक इतिहास धार्मिक पुराणों में दर्ज है।**

अत्यंत प्राचीन एवं महान धर्म सनातन के इतिहास को देखें तो यही ज्ञान होता है कि हिन्दू संस्कृति एवं सनातनी वैदिक ज्ञान के जरिये ही विश्व भर में प्रसारित आधुनिक विज्ञान की आधारशिला रखी गई है जिसे अनेक उदाहरण एवं धार्मिक ग्रंथों की सहायता से सिद्ध किया जा चुका है। कुछ उदाहरण इस लेख में भी दिए जा रहे हैं, आज का भारतीय समाज अपने महान सनातन धर्म की शिक्षाओं को भूल आधुनिक पश्चिमी सभ्यता-समाज के पीछे चल रहा है, जिसका एक मुख्य कारण है कि हमारे ही समाज के कुछ विशेष वर्ग द्वारा सनातन धर्म की शिक्षाओं को पिछड़ा एवं रूढ़िवादी करार दिया जा रहा था।

भारतीय गणितीय इतिहास 400 ईसा पूर्व का है, जब प्राचीन सनातनी कृतियों में अंकों को शब्दों द्वारा दर्शाया जाता था, मनुष्य की 2 भुजाएँ होने के कारण अंक 2 को भुज के नाम से अंकित किया जाता था परंतु शब्दों द्वारा गणना संभव नहीं थी, अतः गणना को सरल बनाने हेतु संस्कृत भाषा में अंकों को दशानों के लिए शब्दों की जगह को 9 चिन्हों द्वारा बदला गया। वर्तमान गणितीय अंक प्रणाली इन्हीं 9 अंकों पर आधारित है। सम्पूर्ण विश्व में व्यापार के लिए गणनाएँ अत्यंत महत्वपूर्ण थीं, यही मुख्य कारण है जिसके लिए सम्पूर्ण विश्व भारत का ऋणी है। गणनाओं को सम्पूर्णता प्रदान करने वाले आर्यभट्ट हैं, जिन्होंने शून्य का आविष्कार किया। शून्य के बिना कोई भी आविष्कार या कोई भी विज्ञान संभव ही नहीं था। गणितीय प्रणाली शून्य के बिना कदापि संभव नहीं थी और ये प्रणाली अरब व्यापारियों द्वारा भारत से सम्पूर्ण विश्व में फैली।

आधुनिक काल की अंक प्रणाली इन्हीं 9 अंक चिन्हों पर आधारित है। विश्व में सभ्यता क्रांति के बाद व्यापार करने के लिए गणनाओं की आवश्यकता थी। शून्य के बिना न तो कम्प्यूटर का आविष्कार संभव था और न ही आधुनिक काल का अंतरिक्ष विज्ञान। गणना

करने की प्रणाली बिना शून्य के संभव नहीं थी और ये प्रणाली भारत से अरब व्यापारियों के जरिए पूरे विश्व में फैली।

इसी प्रकार से खगोल विज्ञान में प्राचीन भारतीयों का ज्ञान बहुत उन्नत था। जिसका उदाहरण 13वीं सदी में स्थापित कोणार्क का सूर्य मंदिर है। जो हिन्दू देवता सूर्य देव का मंदिर है जिसको सूर्य रथ के रूप में बनाया गया है। रथ के सात घोड़े सप्ताह के सात दिनों और 12 पहिए साल के बारह महीनों को इंगित करते हैं। वर्तमान आधुनिक कैलेंडर इसी रथ के सिद्धांत पर ही आधारित है। भारत में धातुविज्ञान का इतिहास 3000 साल पुराना है। इसका प्रमाण भारत का एक समुदाय चड़िया लोहार है। ये समुदाय राजस्थान से लेकर मध्य प्रदेश और हिमालय की तलहटी में निवास करता है। 110वीं सदी का युद्ध जिसमें अरबों की जीत हुई थी, यूरोपवासियों ने इसका मुख्य कारण अरबों की उन्नत तलवार बताया था, उन तलवारों के निर्माण में इस्पात बनाने की तकनीक प्राचीन भारतीय ही थी।

भारतीय चिकित्सा विज्ञान में कुछ रोग का पहला उल्लेख मिला था जो भारतीय चिकित्सीय ग्रंथ सुश्रुत संहिता में 6वीं शताब्दी ईसा पूर्व में वर्णित है। कहीं यह मतभेद भी है कि कुछ रोग एवं इसका उपचार अथर्व-वेद 1500-1200 ईसा पूर्व में वर्णित किया गया था जो सुश्रुत संहिता से पूर्व प्रतिपादित की गई थी। सुश्रुत ने कई सदी पहले प्लास्टिक सर्जरी पद्धति को विकसित कर लिया था। उनके इस अहम योगदान का प्रमाण रॉयल ऑस्ट्रेलिया कॉलेज ऑफ सर्जन्स में लगी उनकी प्रतिमा है। सनातन धर्म की मान्यता है कि पृथ्वी का निर्माण ब्रह्मा देव ने किया और उनके सोने-जंगने के क्रम से पृथ्वी निर्माण हुआ। ब्रह्मा के एक बार जगने से सोने के समय को कल्प कहा जाता है, कल्प का समय 432 करोड़ साल माना जाता है, वर्तमान आधुनिक वैज्ञानिकों के अनुसार पृथ्वी आयु भी लगभग

432 करोड़ साल ही है। इन कल्पों की विस्तृत व्याख्या एवं विस्तृत गणना भारतीय वैदिक ऋचाओं में की गई है। गणित, खगोल, धातु, चिकित्सा विज्ञान सहित पृथ्वी जीवन से संबंधित उपरोक्त उदाहरण ये सिद्ध करते हैं कि सनातन वैदिक ज्ञान अत्यंत विकसित था, जिसका प्रयोग करके पश्चिमी देशों द्वारा आधुनिक विज्ञान का एक प्रारूप वैश्विक स्तर पर प्रसारित किया जा रहा है। मुख्य कारण तो ये है कि कई सालों में हुए आक्रमण एवं शत्रुओं की गुलामी ने हमें राजनीतिक के साथ ही मानसिक रूप से भी गुलामी की जंजीरों में जकड़ दिया है, जिसके परिणामस्वरूप हम हमारी ही संस्कृति के प्रति हीन भावना से अत्यंत ग्रसित हो चुके हैं जबकि इसके ठीक विपरीत विदेशी हमारे दुर्लभ ज्ञान का प्रयोग करके पूरे विश्व में विजयी होते रहे हैं। इस स्थिति के बारे में ज्ञान अर्जित कर स्वयं को गौरवान्वित महसूस कराना होगा।

जैसा कि पुराणों में वर्णित है कि हमारा सनातन धर्म विश्व का सबसे प्राचीन धर्म है जो सम्पूर्ण विश्व में प्रसारित है, इस धर्म को मनाने वाले बंधु-भगिनी विश्व के समस्त भागों में हैं, वर्तमान में कितनी ही महान हस्तियाँ हैं जिन्होंने अपना मूल धर्म त्याग कर महान सनातन धर्म को आत्मसात किया है और इस धर्म के प्रति अपनी गहरी आस्था को भी प्रकट किया है, इनमें मुख्य रूप से शामिल हैं फेसबुक के संस्थापक मार्क जुकरबर्ग, एप्पल कम्पनी के संस्थापक स्टीव जॉब्स, हॉलीवुड के मशहूर सितारे सिल्वेस्टर स्टालोन, रशेल ब्राउड, ह्यू जैकमैन, पॉप स्टार मेडोना, मिली सायरस, हांगकांग के प्रसिद्ध कलाकार जैकी हंग, इंडोनेशिया की मुख्य-न्यायाधीश इफा सुदेवी, जावा की राजकुमारी कंजेन रडेन महेंद्रानी और हॉलीवुड की मशहूर अभिनेत्री जूलिया रॉबर्ट्स जब एक फिल्म की शूटिंग के लिए भारत आई थीं तब वो हमारे सनातन धर्म से

इतना प्रभावित हुई कि उन्होंने अपना मूल धर्म त्याग कर सनातन धर्म को ही अपना लिया था। उपरोक्त नाम केवल उदाहरण के तौर पर दिए गए हैं अन्यथा विश्व में ऐसी सैकड़ों हस्तियाँ हैं जिन्होंने हाल ही में अपना मूल धर्म त्याग कर सनातन धर्म को अपनाया है।

समस्त वर्णित उदाहरण के आधार पर यह स्पष्ट रूप से कहा जा सकता है कि वर्तमान में भारत देश और उसकी प्राचीन सनातन संस्कृति को प्राथमिकता प्रदान की जा रही है, भारतीय पद्धति द्वारा किये गए नव उन्मेष को सम्पूर्ण विश्व भर में मान्यता भी प्राप्त होने लगी है, जिससे यह आभास होने लगा है कि सम्पूर्ण जगत भारतीय विचार के मूल तत्वों की ओर वापस आ रहा है।

पश्चिमी देशों में सर्वप्रथम विकास की महत्ता ने प्रकृति को पूर्णरूप से खतरे में डाल दिया है। जहां औद्योगिकीकरण का पुरजोर समर्थन करने वाली विचारधारा है वहां प्रकृति की उसकी उपेक्षा का भाव भी निहित है। पश्चिमी देशों की उक्त विचारधारा के विपरीत हम भारतीयों की वैचारिक परंपरा में प्रकृति को भगवान का स्थान दिया गया है। 'क्षिति जल पावक गगन समीरा' हमारा मूल उद्देश्य है, भारतीय संस्कृति में नदी, पर्वत और जल को पूजे जाने की परंपरा रही है। भारत में आज भी परम्परा अनुसार किसी भी शुभ अवसर पर प्रकृति को अवश्य ही याद किया जाता है।

भारतीय ज्ञान परंपरा में जिन औषधियों की चर्चा मिलती है, आज वो अचानक बेहद महत्वपूर्ण हो गई हैं। भारतीय जीवन शैली के भोजन पद्धति से इम्युनिटी बढ़ाने का भी कार्य किया जा रहा है।

कोरोना काल से ही पूरी दुनिया भारतीय योग विद्या पर ही निर्भर हो चुकी है। हमारी भारतीय सनातन संस्कृति और विचारधारा इतनी समृद्धशाली, विवेकशील, उन्नत है कि इस संस्कृति और विचारधारा की स्वतः उन्नति हो रही है लोग इस सनातन संस्कृति को स्वतः ग्रहण करने के लिए प्रेरित हुए हैं और वर्तमान में भी हो रहे हैं। वर्तमान में हम यह निश्चित रूप से कह सकते हैं कि सनातन संस्कृति की यही महत्ता है जिसके परिणामस्वरूप पूरे विश्व में लोग इस धर्म संस्कृति के प्रति जागरूक हुए हैं, लोग इस धर्म को सहर्ष स्वीकार कर रहे हैं, विश्व में सद्भाव एवं शांति की स्थापना में इस संस्कृति की उपस्थिति महत्वपूर्ण है, सनातन धर्म की ये अमूल्य निधि भविष्य में भी प्रगति के पथ पर अग्रसर होती जायेगी क्योंकि सनातन धर्म संस्कृति सम्पूर्ण विश्व की सबसे प्राचीनतम जीवन शैली की एक महाशक्ति रही है।

## Creative Corner

### ‘कैसे हो तुम?’

कैसे हो तुम? जब से पूछा मैंने खुद से, लगाता है होने लगा है प्यार हमें खुद से...!!

पेंजी गुलदाउदी की छटा को निहारने लगे हैं जब से, खिले खिले रहते हैं हम तब से...!!

छेंटने लगा है कोहरा अब.. अनदेखे डर से किया है खुद को आजाद जब से...!!

इक रोशनी सी छाई है दिल के हर कोने में, रोशनी ही हो गए हैं हम जब से...!!

खुलने लगी हैं हजारों गाँठें मन की.. अनचाही जंजीरों से आजाद किया जब से...!!

धूप से दोस्ती हो गई है अब तो.. तपते मरुथल में छाया से हो गए हैं जब से...!!

जीने का इरादा है, अब फिर से, कहने लगे हैं हम खुद से...!!

डॉ. उर्वशी मक्कर

## Deep space

Let's get lost in deep space... The stars, the moons, and the planetary haze... Let's overcome the gravity, escape earth's reality... Let's dream of things unimagined by mortality...

Saanuj Sood

The solar wind across the cosmos... The depth of galaxies, yet they're so close... A beautiful supernova, or a nebula so spectacular... Or our own sun, perhaps the most eligible bachelor?

The depth of a black hole so intense... What's inside, forever a suspense... To think of it, our Earth's a speck... Done and dusted if grabbed by the neck!

Andromeda nearest light years away... Collision course with Milky Way, a fiancee? The marvels of universe continue to fascinate Simultaneously gives lives and assassinate...

Whatever humanity might study about the cosmic realm... New discoveries will continue to overwhelm... Deep space will forever be a mystery... Long after humanity becomes total history...

## दर्द

समझ नहीं आता की क्या लिखू अंधेरी रात का दर्द लिखू या दिन के उजाले का दर्द लिखू की लिख दूँ अपने सारे जज्बात या इस दिल में उठे तूफान लिखू लिखना तो बहुत कुछ है लेकिन समझ नहीं आता की क्या लिखू हर्ष लिखू की उल्लास लिखू की उस बूढ़ी माँ का दर्द लिखू लिख दूँ एक पिता की बेबशी या उदंड बेटे का द्वेष लिखू प्यार लिखू की परहेज लिखू या दिल में उठे तूफान लिखू लिखना तो बहुत कुछ है लेकिन समझ नहीं आता की क्या लिखू...

चाहत सिंह

## याद हैं वो दिन ?

नानी के घर जाते थे, और खूब मस्ती करते थे। दिन भर खेलना, और दुपहर को, गरम गरम चूल्हे की रोटी पर सफेद मक्खन, और टंडी टंडी छाछ पीते थे। आया ना स्वाद ? बिलकुल। क्या दिन थे यार वो, एक अलग ही जिंदगी। खुले आसमान के नीचे सोना, और रात को तारे गिनना। पर अब लाइफ में इतनी स्पीड आ गई है, कि, वो सब पीछे छूट गया है। शहर की चहल - पहल में वो शांति अब महसूस भी नहीं होती। इतनी ऊंची बिल्डिंग्स से सनसेट तो छोड़ो घूप भी दिखाई नहीं देती। खैर कर क्या सकते हैं ? डेवलपमेंट है यार, चलना पड़ेगा साथ - साथ। सुनो, साथ साथ तो बहुत चल लिए,

सजल कुलश्रेष्ठ

## Creative Corner

### क्या चांद तारों की आस है ?

जो सपना है बहुता का वो सब तेरे पास है फिर भी तू क्यों इतना उदास है। क्या चांद तारों की आस है ? रोटी है कपड़ा है और मकान है, अच्छा है जीवन और सम्मान है फिर भी तू क्यों इतना परेशान है। क्या तारे तोड़ने का अरमान है ? रोटी कपड़ा गर चाहिए तन को तो होगी एक सीमा, गर चाहिए मन को तो सीमा का अभाव है। बस यही मानव का स्वभाव है।

देख हर सुविधा तेरे पास है, फिर भी तू क्यों इतना उदास है। क्या चांद तारों..... सुख और सुविधा में भेद करना सीख ले, आत्मा और शरीर का फर्क भी सीख ले। जुटा है कमाने में सुविधा करता सुख की आस है, इसीलिए तू रहता हरदम उदास है। क्या चांद तारों की..... गर रहना है खुश तो उम्मीद करना छोड़ दे, साधनों के बजाय खुद को जनमानस से जोड़ दे।

ये कैसा जीवन बस पैसा तो पास है, न वृक्ष न हरियाली न जमीं पे घास है। इसीलिए तू इतना उदास है। क्या चांद तारों... पेड़ लगाओ पानी बचाओ ये सबको बताना है, सही समझ के साथ सबको जीना सिखाना है। अगर सही समझ से विकसित होंगे सबन्ध, तभी सफल जीवन जीने की आस है। वरना तू हमेशा दुखी और निराश है। क्या चांद तारों की.....? मेरी तो आप सबसे यही अरदास है, सब रहो स्वस्थ संयमी और सन्तुष्ट। वयूँकि इसी से सफल जीवन की आस है,

डॉ. अरविंद कुमार शर्मा

वरना जिन्दगी नीरस और खुद भी हताश है। क्या चांद तारों..... ?