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The highest education is that which does not merely give us information but makes our life in harmony with all existence.

- Rabindra Nath Tagore

Ultimately, education in its real sense is the pursuit of truth. It is an endless journey through knowledge and enlightenment.

- APJ Abdul Kalam



It gives me immense pleasure in bringing out the SPECTRUM 2021 - 22) successfully. This magazine car-lairs really varied colors of students' talents, skills and institutional activities. it is, indeed, a beautiful mirror of the university, which reflects a clear picture of students' creative potential as well as the academic and extracurricular activities of the institution. The contribution of the students in this magazine is commendable and I congratulate them for combining their academic pursuit with creativity in a beautiful way.

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

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

Dr. Sushil Kumar Rai

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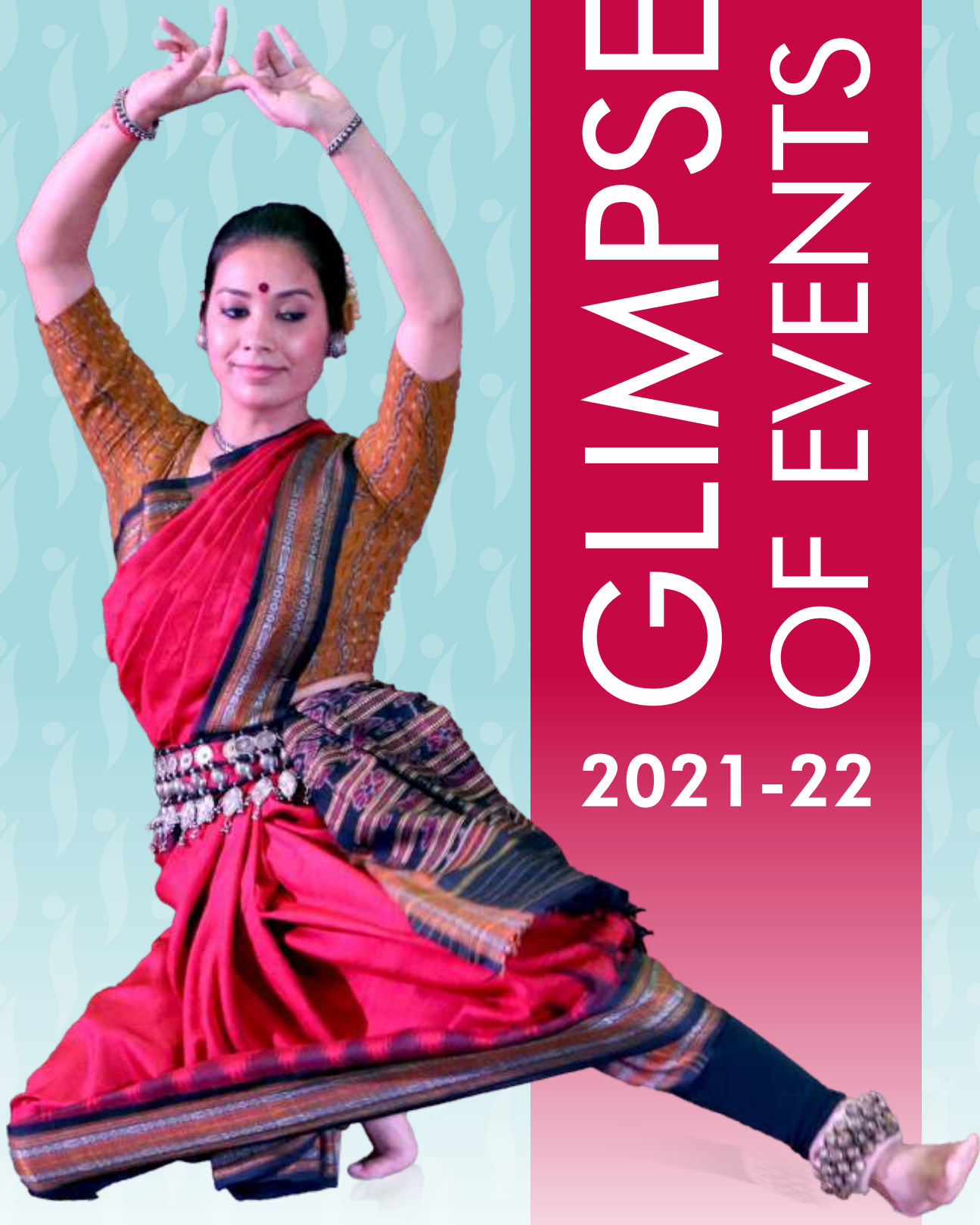
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GLIMPSSES 2021-22 OF EVENTS

ONLINE ESSAY WRITING CONTEST AT SOMCD

An Online Essay Writing Contest was organized at the School of Media & Communication Design on the topic 'Role of Media in Society' (Junior Category) and Role of Mass Media and its impact on society during COVID-19 in India (Senior Category) on August 5, 2021. The competition witnessed more than 100 student participants from reputed institutions such as the Indian Institute of Media & Communication Design, Himachal Pradesh University, Central University of Rajasthan, Guwahati University, Indira Gandhi National Open University, Maharaja Agrasen College University of Delhi, DAV PG College, Doon Business School, Guwahati University, Khalsa College Jalandhar and several schools of India. The winners of the competition were:

First Position (Senior Category): Nareen Farooq

First Position (Junior Category): Shruti Bisht

PHOTOGRAPHY COMPETITION ORGANIZED AT SOMCD



The School of Media & Communication Design organized a Photography Competition organized on the theme 'Landscape Photography' on August 5, 2021. The competition was a huge success and it witnessed more than 100 student participants. The competition received entries from students of reputed institutions such as Mahatma Gandhi Central University, Indian Institute of Media & Communication Design, Himachal Pradesh University, Central University of Rajasthan, Guwahati University among many others.

Winner: Sarthak Raj 1st Runner Up: Aviral Bhargava 2nd Runner Up: Ankita Negi



INDEPENDENCE DAY CELEBRATIONS AT IUU



75th Independence Day was celebrated at IMS Unison University (IUU) on August 15, 2021, by paying tribute to the martyrs and freedom fighters who sacrificed their lives for our independence. The function was attended by Prof. Gautam Sinha, Vice Chancellor, Prof. Ravikesh Srivastava, Pro Vice Chancellor, Col. Pranav Kumar, Registrar, Prof. Amit Adlakha, Dean of Student Welfare, Deans of all Schools, Faculty members and administrative staff.

The celebrations began with hoisting of the National flag by the Prof. Sinha, who then addressed the gathering and stated that the idea of nation lies in the very sense of belonging in the hearts of its citizens. On the occasion, appreciation certificates were also awarded to IUU members who have completed ten or more glorious years of dedicated service at the Institution. The event came to an end with everyone renewing the pledge to always uphold the National unity, so that we can live together in peace and harmony.



ORIENTATION PROGRAMME 2021



IMS Unison University organized the first day of Student Orientation Program 2021 on September 1, 2021, through online platform Microsoft Teams. The event was organized to welcome the new students of all programs being run in the University. The beginning of the landmark day was made with a motivational talk by Prof. Gurdip Singh, Honorable Chancellor, IMS Unison University. He highlighted the core excellence of the University that relies on the research-driven education to empower the students with the wings of knowledge and to instill the spirit in students to practice innovation through multi-disciplinary education. This was followed by interactive sessions with Dr. Sandeep Roy, Head-Human Resources, Barun Beverages (Pepsi) and Mr. Ajay Gupta (MBA 2004 batch), Deputy General Manager in Green Panel Industries. The first day of the online Orientation Programmed was a success with more than 250 students who participated in the interactive session with our dignitaries and the guest speaker.

TEACHER'S DAY CELEBRATIONS AT IUU



A Felicitation Ceremony was organized on the eve of Teacher's Day 2021 to felicitate the faculty members who have done commendable work in the field of research publications. Faculty members whose research papers were published in reputed journals in the Year 2020-21 were awarded Appreciation Certificate and incentives as per IUU Research Award Policy. Also, the faculty and staff members who have been associated with IUU for a decade or more were also recognized for their contribution.

HINDI DIWAS CELEBRATIONS AT SOLA

Hindi Diwas was successfully organized by the School of Liberal Arts (SoLA) on September 14, 2021, in which the students of SoLA gave presentations based on their own and others composition. In the program Deans and Assistant Professors of different schools presented their views and made the program successful.



PLASTIC FREE DRIVE AT IUU

IMS Unison University organized a Sanitization Drive and Social Outreach Activity on the theme 'Plastic Free Drive' on September 22, 2021. Prof. Gautam Sinha, Vice Chancellor, IUU was the Chief Guest for the event. In his address, he counselled the students to minimize the use of single-use plastic items. Students made presentations, reused plastic creations, and displayed them to convey the message.





CELEBRATING WORLD TOURISM DAY AT SOHM

The School of Hospitality Management (SoHM) celebrated the UNWTO World Tourism Day event on September 27, 2021. On this occasion, a presentation on World Tourism Day was made by Mr. Sumit Pratap, Assistant Professor, SoHM, highlighting the importance of tourism in our lives as well as the global economy. The session gave the historical perspective of UNWTO and how the celebration of this day started in 1980 with dedicated tourism themes for each year. A Quiz competition was also organized by the Rooms Division team of SOHM for the young minds to know India better. The closing remarks on the theme were given by Dr. Ravikesh Srivastva, Pro Vice Chancellor, IUU and Dr. Vinay Rana, Dean SoHM.

WORLD MENTAL HEALTH DAY CELEBRATIONS AT SOLA

On the occasion of 'World Mental Health Day,' nukkad-natak was performed by the students of the School of Liberal Arts (SoLA) on October 10, 2021 to address the concerns and issues of mental health. Students rigorously participated in the event and illustrated the nuances of mental health that remain unnoticed by society.



NATIONAL MEDIATION COMPETITION AND NATIONAL CLIENT COUNSELING COMPETITION

In all its glory, IMS Unison University's (IUU) 2nd National Mediation Competition and 4th National Client Counseling Competition started on October 7, 2021. The Dean, School of Law, Prof. R. N. Sharma, inaugurated the competition. He highlighted the importance of mediation with the invaluable insight that one must consider the meeting of aggrieved parties before treading inside the Courtroom. Twenty teams from various universities like University of Mumbai, Law Academy, National Law University, Nagpur, Symbiosis Law School, Hyderabad, University Institute of Legal Studies, Punjab participated in the National Mediation Competition. In addition to the National Mediation Competition 4th National Client Counseling Competition also concluded with a valedictory ceremony graced by Chief Guest Prof. Tabrez Ahmad, Guest of Honour Dr. Sachin Acharya, Advocate Himanshu Upadhyaya and Prof. R N Sharma, Dean School of Law.



INTERNATIONAL CHEFS DAY CELEBRATIONS

On the occasion of International Chefs Day, the School of Hospitality Management (SoHM) on October 20, 2021 organized a 'Chef Competition' for the budding chefs. Through their careful selection, precision addition, and craft, they produced some of the tantalizing tasteful cuisines. This year, the theme for International Chefs Day was 'Healthy Food for the Future.'





CANDLE MAKING WORKSHOP AT SOHM

The School of Hospitality Management organized an open workshop on Candle Making on October 26, 2021. The workshop aimed to provide practical skills to hospitality students and hobbyists on making of decorative candle-making techniques. Students explored the different types of candles that could be made with ease. Attendees were inspired by the scope of the field and encouraged to explore a range of possibilities such small-scale operations provide.



CELEBRATING FRESHERS' PARTY AT IUU

IMS Unison University organized Freshers' Party for the newly admitted students of various schools from October 27-29, 2021. The Chief Guest for the party was Prof. Gurdip Singh, Chancellor IMS Unison University. During the party, enthralling and thunderous performances were given by the seniors and juniors alike. Girls dazzled in designer dresses, and the boys looked dapper in Tuxedos. The major highlight of the party was the Mr. and Miss Fresher Contest.



NATIONAL BUSINESS PLAN COMPETITION-2021

The School of Management (SoM) organized a two-day 'National Business Plan Competition' on October 29, 2021. The introductory remarks were delivered by Prof. Gurdeep Singh, Chancellor, IUU. Prof. Santanu Roy, Dean, School of Management also shared his valuable insights about the necessity of developing entrepreneurial instincts, especially concerning small and medium enterprises for the nation's economic prosperity. The plans were adjudged by industry experts and seasoned entrepreneurs, namely Mr. Attar Tomar, Manager, Finance System Operations, HSBC, and Mr. Abu Bashar, Business Development Manager, Micro Center Group, Kingdom of Bahrain. Twenty teams from different universities participated in this event.



DOOR-TO-DOOR CAMPAIGN BY SCHOOL OF LAW



The School of Law (SoL) on November 1, 2021 conducted a door-to-door campaign in the adopted village, Bisht Goan. Groups of students from the SOL visited around 30 homes in the remote area. They educated the villagers about the legal aid institutions, availability of free legal aid, and legal aid services when required. The faculty members of the SoL distributed brochures to the participants and detailed them about its use and functions.

IMS UNISON UNIVERSITY CELEBRATES THE 5TH CONVOCATION



The 5th Convocation of IMS Unison University (IUU) held on November 20, 2021 witnessed a landmark celebration in which a total of 638 degrees and nine gold medals were conferred. Hon'ble Chancellor, IUU, Prof. Gurdip Singh, was the Chief Guest of the ceremony, Director IIM Sirmaur, Prof. NeeluRohmetra, was the Guest of Honor. In her address, Prof. NeeluRohmetra appreciated the University's rigor to produce incredible scholars and professionals. The Annual Convocation began with the Academic Procession where Chancellor Prof. Gurdip Singh, Chairman, Board of Governors Shri Amit Agarwal, Vice-Chancellor Prof. Gautam Sinha, Members of Board of Governors (BOG), Deans, and Members of the Academic Council walked through the aisle towards the Convocation venue. Further, the academic achievers of LLM batch of 2020-21, MBA & MA (J&MC) batch of 2019-21, BALLB(H) & BBA LLB(H) batch of 2016-21, and BBA, B.Com.(H), BA (J&MC) & BA (H) English, 2018-21 were felicitated. Gold Medals were awarded to 9 toppers of the various batches. It is interesting to note that 7 out of 9 gold medallists were girls. The gold medallists were:

PhurbuLhamo: LLM

Shalini Bisht: MA (J&MC)

Rajyevardhan Singh: BBALLB(H)

Nandani Seth: B.Com.(H)

Devyani Bhatt: BA (H) English

Roohi: MBA

Akanksha Pathak: BALLB(H)

Sachin Sharma: BBA

Shania Mary O' Connor: BA (J&MC)



72ND NATIONAL LAW DAY CELEBRATED AT SOL

The School of Law celebrated the 72nd National Law Day on November 26, 2021. The event witnessed the virtual presence of Prof. Manoj Kumar Sinha, Director, Indian Law Institute, New Delhi, as the Chief Guest and guest speaker. The event started with the Poster Making Competition, followed by a NukkadNatak, and a Guest Lecture.



SCHOOL OF LIBERAL ARTS ORGANIZES AN AWARENESS VISIT TO NIEPVD

To celebrate the International Day of Persons with Disability on December 3, 2021. The students of the School of Liberal Arts performed cultural activities at National Institute for the Visually Handicapped (NIEPVD). The exercise was conducted to sensitize students on various aspects of disability.



ALUMNI MEET 2021



IMS Unison University hosted the Alumni Meet 2021 on December 18, 2021 at the Army Club, DSOI, Dehradun. Over 150 alumni and their spouses attended the meeting. The meet started with speeches by the dignitaries, followed by a Live Musical Band Performance by the famous Prakriti Band and a gala dinner.

ONLINE POSTER-MAKING COMPETITION

On the occasion of the 73rd Republic Day, the cultural committee at IMS Unison University organized an 'Online Poster-Making Competition' titled "Brave Hearts of India" on January 22, 2021. The competition was aimed at reminiscing the acts of bravery of the Armed Forces of India. All students from various Schools of the University participated in the competition. The winners of the competition were:

- First Position:** Ashti Azad, BAJMC
- Second Position:** Vasudha Narang: B.Com Hons.
- Third Position:** Anuva Sharma, BAJMC





73RD REPUBLIC DAY CELEBRATIONS AT IUU

The 73rd Republic Day was celebrated at IMS Unison University (IUU) with immense pride to honour the day the Constitution of India came into force. The celebrations began with a lamp lighting ceremony performed by all the dignitaries in front of the Wall of Heroes, 'Shaurya Diwar'. The celebrations then proceeded with the hoisting of the National Flag by Prof. Gautam Sinha, Vice Chancellor, IUU and a soulful rendition of the National Anthem. This was followed by an address by the Vice Chancellor. The celebration was attended by the academic and administrative staff.



SOCIAL OUTREACH PROGRAM ORGANIZED BY SOMCD



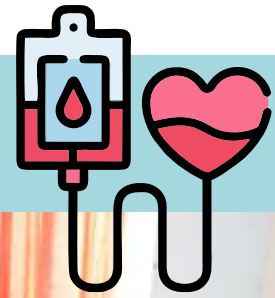
The School of Media & Communication Design (SoMCD) on February 6, 2022 organized a Social Outreach Program at Government Public School, Kothal Gaon, Dehradun. The students of MA(J&MC) Program visited the school with Dr. Sushil Kumar Rai, Associate Dean & faculty members. For the primary school students, the students along with the faculty members planned several activities pertaining to social upliftment. Activities such as Media Literacy Training, Photography Training, Tree Plantation & Cleanliness Drive.

SOCIAL OUTREACH PROGRAM ORGANIZED BY SOM

The School of Management organized a sanitization drive and social outreach activity on the theme "Plastic Free Drive" from February 12, 2022. Dr. Gautam Sinha, Vice Chancellor, IUU was the Chief Guest for the event. The aim of the program was to develop skills, increase environmental issues awareness and promote environmental conservation and tree planting. During the event a fund-raising drive was organized by promoting reuse plastic creations designed and created by the students of MBA, IMBA and BBA. The main highlights of the program were change maker expedition for social awareness, presentations, inconvenience store exhibition.



BLOOD DONATION CAMP



The NSS unit of IMS Unison University organised a blood donation camp at the University premises in collaboration with IMA Blood Bank on February 18, 2022. The camp began at around 10 am and continued till 4 pm. There was an overwhelming response from the students and faculties who donated blood and contributed to making it highly successful. A certificate of appreciation, mug, and refreshments were given to each donor as a token of gratitude.

NATIONAL AWARENESS TRIP TO PURKUL YOUTH DEVELOPMENT SOCIETY

The School of Liberal Arts (SoLA) believes in the practice of giving its students an opportunity to get involved in community services. Keeping in view its practice, the school organized an awareness trip to Purkul Youth Development Society (PYDS) on February 26, 2022. The motive of the trip was to sensitize the students towards the functioning of an NGO and to make them inclusive in society. Prof. Sujaan Singh Negi, Associate Dean, accompanied by Assistant Professors Mr. Amit Kumar Rathore and Ms. Vaishali Suyal along with the students were warmly welcomed by Ms. Arati Nagaraj Principal, PYDS Learning Academy and the entire PYDS family. The students of SoLA gave outstanding cultural performances, infused with the themes of societal development. Towards the end, Mr. Anoop Seth, Secretary, PYDS was felicitated by Prof. Sujaan Singh Negi, Dean School of Liberal Arts, IUU. The event was appreciated by PYDS family, and it was a great experiential learning for the students.



SPIC MACAY ORGANIZES ODISSI DANCE PERFORMANCE BY MADHAVI MUDGAL AT IUU

With the objective of promoting awareness of Indian culture among students, IMS Unison University organised an Odissi dance performance in collaboration with SPIC MACAY at the University campus on March 10, 2022. Madhavi Mudgal, along with her students, performed the Odissi dance form. Mudgal is an Indian classical dancer and she is known for her Odissi dance style. She is also the recipient of various prestigious awards, including the Padma Shri and Sangeet Natak Academy Award by the Govt. of India. The duo charmed the audience with their powerful yet fluid movements that were an amalgamation of immense concentration, emotion, and energy that made the dance performance remarkable.



10TH FOUNDATION DAY CELEBRATIONS AT IUU



IMS Unison University celebrated the 10th Foundation Day on March 12, 2022 with great fervor and enthusiasm. The celebrations began by paying floral tribute to the Founder Chairman Late Shri Naveen Agarwal Ji. Havan was performed to invoke the auspicious blessings of the almighty. Prof. Gautam Sinha, Vice-Chancellor, addressed the faculty and staff members and shared the significant achievements made by the University ever since its inception. Thereafter, the students put-up a variety of entertainment programs to mark the event. This was followed by a vote of thanks and hi-tea.



INTERACTIVE SESSION WITH THE CHANCELLOR AT IUU



On March 22, 2022 School of Law organized an interactive session with the Hon'ble Chancellor, Professor Gurdip Singh, IUU for the students of all Schools on the topic 'Handling Ukraine-Russia Federation Crisis: Response of International Court of Justice'. Prof. Bahri addressed the students on the burning issue on conflict between Ukraine and Russian Federation and the role of international organizations like United Nations, International Court of Justice, International Criminal Court, Council of Europe, etc. He raised the issue of involvement of politics in the enforcement of international law in the current situation. Provisions of United Nations Charter, ICJ Statute, Genocide Convention, International Humanitarian Law were raised in the discussion. Towards the end Hon'ble speaker invited questions from the audience and satisfactorily answered them.

'PREVENTION OF BLINDNESS' AWARENESS CAMPAIGN

The School of Media and Communication Design organized an Industrial Trip to the National Institute for the Empowerment of Persons with Visual Disabilities, Dehradun on April 6, 2022. Students of all batches were part of the activity. After reaching the venue, a short interaction was organized by the officials of NIVH where they apprised the students of the notable works of the media team of NIVH. They mentioned the impact and development of accessible media. The students were then shown around their in-house community radio station NIEPVD radio station 91.2, popular in Dehradun. They learnt about the workings of the radio station and the use of various pieces of equipment to record and disseminate information.



FAREWELL PARTY 2022

Amidst great festivity and fanfare, the final year students of the MBA and LLM programmes bid adieu to the University on March 26, 2022. The juniors came together to throw a grand farewell party for their seniors. The seniors looked ravishing in their party attire. The girls dazzled in sarees while the boys looked dapper in their sleek tuxedos. The glamour quotient was at an all-time high with temperatures soaring as the juniors also unleashed their best-styled avatars.



The programme commenced with the lamp lighting and customary invocation of Goddess Saraswati with a melodious rendition of "Sarswati Vandana". The dignitaries present on the occasion were the Chancellor, Dr. Gurdip Singh; the Vice Chancellor, Dr. Gautam Sinha; the Pro Vice Chancellor, Dr. Ravikesh Srivastava; the Registrar; the Dean of Student Affairs, Dr. Amit Adlakha; and the Deans and Heads of various schools and other distinguished faculty members. During the inaugural, the dignitaries ignited the lamp and gave the students their blessings. They shared their words of wisdom with the passing-out students, which will facilitate their smooth journey into the real world. Splendid performances by students captured the audience's hearts. The celebration was replete with foot-tapping dances to contemporary Bollywood hits, romantic soulful song performances, and entertaining games that involved participation from the audience. The final year students sizzled down the ramp with their breath-taking walks and stunning outfits. The titles of Mr. and Miss Farewell were won by Mr. Yogesh and Ms. Ananya, respectively.



FRI VISIT ON INTERNATIONAL MUSEUM DAY



The School of Liberal Arts (SoLA) organized an awareness visit to Forest Research Institute (FRI) on occasion of Museum Day in May 18, 2022. This awareness visit meant to recognize the cultural and historical value of museums in our society. For the visit, students of SoLA accompanied faculty members, Dr. Vandana Chauhan, Dr. Ram Prakash and Mr. Vinod K. Pant. Students visited five Museums in FRI namely: Forest Pathology, Silviculture, Timber, Non-Timber Forest Products and Entomology with great enthusiasm and zeal. By connecting with the historical context of establishment and architectural features of FRI, students got the golden opportunity of reconnecting with their past and contemporary cultural context.

YOGA DAY CELEBRATION AT IMS

8th International Yoga Day on June 21, 2022 was celebrated at IMS Unison University with lots of zeal and enthusiasm. Faculty and Staff Members performed yoga asanas and meditation under the instructions of Dr. Sushil Rai, Associate Dean, School of Media and Communication Design. Prof. Gurdip Singh, Chancellor, IMS Unison University was also present at the occasion. He demonstrated certain yoga asanas and explained the important role that it plays in relaxing and rejuvenating the mind, body, and soul.





ACADEMIC EVENTS

2021-22

FACULTY DEVELOPMENT PROGRAM ORGANIZED BY SCHOOL OF LAW



The School of Law organized one-week Online Faculty Development Program (FDP) on the theme 'Expedition of Indian Legal System: Experiences, Emerging Practices and Outcomes' from July 19-24, 2021. In the FDP program more than 110 teachers and scholars across India participated. The aim of FDP was to shed light on the contemporary issues of Law and changing dimensions of law in India. The Director, Faculty Convener, Faculty Co-Convener, and Technical Assistants put their might into making this program a grand success.

RENDEZVOUS 'MEET & GREET' AT SOHM

Rendezvous 'Meet & Greet', a talk show with Dr. Suzanne Bagnera, Director of Hospitality Institute, Indian River State College, Florida, USA as the resource person, was organized at SoHMon July 22, 2021. In her talk, Dr. Bagnera spoke about how hotels are a growth area and provide considerable opportunities for personal and wider economic and social development. She emphasized that within the profession, there is now even more pressure to rise to leadership and managerial roles and accordingly develop initiatives that focus not just on professional-specific expertise but wider generic management skills and knowledge. The talk show was attended by Prof. Ravikesh Srivastava, Pro Vice Chancellor and session learnings summarized by Prof. Vinay Rana, Dean, SoHM.



SCHOOL OF HOSPITALITY MANAGEMENT ORGANIZED A FACULTY RESEARCH SEMINAR

The School of Hospitality Management on July 24, 2021 organized a departmental Faculty Research Seminar aimed at providing insights on 'Writing an Introduction for a Research Paper'. Mr. Devashish Pandey, Assistant Professor, SoHM was the Resource Person for the seminar. The session touched upon understanding the importance of introduction as an opportunity for author to show readers and reviewers why the research topic is worth reading about and why the paper warrants their attention.



SCHOOL OF MEDIA & COMMUNICATION DESIGN ORGANIZED A FACULTY RESEARCH SEMINAR

On August 4, 2021, a departmental Faculty Research Seminar was conducted in the School of Media & Communication Design (SoMCD) by Himanshu Pathik, Assistant Professor, SoMCD. The topic of the seminar was 'Digital Media App Subscriptions: Digital Kirana for the family.' In his presentation, Mr. Himanshu dwelled on the research problem of app subscriptions becoming a part of family expenses, termed as 'Digital Kirana,' a monthly recurring expense of a family unit. In the literature review, he explored the characteristics of the audiences and the choices they exercise while using media apps. Mr. Himanshu concluded his paper by arguing that there is a need for more in-depth research on the frequency of binge-watching of mobile media apps & the gratifications achieved through media consumption as explored by Media & Communication Design researcher Wilbur Schramm.



INTERACTIVE SESSION AT SOMCD WITH MR. ALOK MEHTA, PADMA SHRI AWARDEE



On August 12, 2021, the School of Media & Communication Design (SoMCD) organized an online interactive session #MEDIATALK on the topic 'Role of Journalism in Democratic Society'. The resource person for the session was Shri. Alok Mehta, Padma Shri awardee, Editorial Director of ITV Network (India News & Aaj Samaj Hindi daily), and a renowned Senior Journalist and Editor. Shri. Mehta was also the Former President and Secretary General of Editors Guild of India, Former Chief Editor -Hindi Outlook, and Former Editor of Hindustan, Danik Bhaskar, Navbharat Times, NaiDuniya.

The session began with a welcome address by Dr. Sushil Kumar Rai, Associate Dean, SoMCD. The speaker proceeded to discuss the ideologies present at the time of Independence and how they affected the institution of the Press. Mr. Mehta shared how the privilege to publish an Editorial is used at times when press curbs are enforced. He further spoke about the responsibilities of journalists in a democratic society. He also enlightened the attendees on how modern technology is rapidly changing realms of life. The overall session was highly informative and ended with a question answer session.

SCHOOL OF MEDIA & COMMUNICATION DESIGN ORGANIZED A FACULTY RESEARCH SEMINAR

The School of Media & Communication Design organized a departmental Faculty Research Seminar on the topic 'Changing Pattern of Media Ownership, Differential Coverage and Effects on Social Psychology (An Analysis of News Coverage of General Election)' on August 28, 2021. The resource person was Dr. Vikash Singh, Assistant Professor, SoMCD.

Dr. Singh presented and discussed the various facets of Media ownership, evolving nature of Media ownership, Paid news, Subliminal Advertising, and the Political Economy of Communication. He further explored the prospects of Media Ownership and the need for research in the area. The seminar concluded with an informative Q&A session.

SOMCD STUDENTS INTERACT WITH SAYEED ANSARI, EXECUTIVE EDITOR AND ANCHOR, AAJTAK



On August 17, 2021, School of Media & Communication Design (SoMCD) organized an online interactive session #MEDIATALK with Sayeed Ansari, Executive Editor, and Anchor, AajTak. The session was conducted on the topic 'TV Anchoring: Skills, Career and Scope'. The session commenced with a welcome address by Dr. Sushil Kumar Rai, Associate Dean, School of Media & Communication

Design. Thanking the School for inviting him, Mr. Sayeed Ansari proceeded to speak about the importance of honing practical skills in TV Anchoring. He stated that New Media has opened many job opportunities for budding media enthusiasts and reporters, giving scope for wider professional growth. He also urged students to focus on practical learning and improving their general knowledge. Having a good command over the language and pronunciation is a must for students, especially the ones who wish to make a career in TV Anchoring, he opined. Mr. Ansari commended the department for organizing such interactions as he felt it is an important way for students to get industry exposure. Lastly, Mr. Ansari reiterated that media students should have the courage and determination to succeed in the media industry.

SCHOOL OF HOSPITALITY MANAGEMENT ORGANIZED A FACULTY RESEARCH SEMINAR



A departmental Faculty Research Seminar was conducted at the School of Hospitality Management on August 31, 2021. The webinar was intended at delivering research implications on 'Tourist's behavior towards local food: A study in Uttarakhand'. Mr. Abhay Chamoli, Assistant Professor with SoHM was the resource person for the seminar. The cuisine of Uttarakhand is simple yet incredible which not only satisfies the taste buds but also boost the immunity power of the body. The objectives of study were to find special features of local food of Uttarakhand along with analyzing the association of demographic factors and popularity of local cuisine among tourist arrival. The study will contribute on the level of acceptance of local cuisines among tourists' arrival as destination attraction.

SPECIAL SESSION BY HIMANSHU SHEKHAR FOR SOMC STUDENTS



The School of Media & Communication Design (SoMCD) organized a special session on 'Career in Television' by esteemed journalist Mr. Himanshu Shekhar, Editor, Govt. Affairs, NDTV on September 2, 2021. During the session Mr. Shekhar discussed the rising trend of 'Mobile Journalism', and the skills required to master the technique. He urged the students to improve their general knowledge by reading books and newspapers. Mr. Shekhar shared few photographs which highlighted his work during the Covid crisis. The students then had an interactive Q&A session where he patiently answered their queries.

A SPECIAL INTERACTION SESSION BY RJ GEETIKA UNIYAL AT SOMCD

The School of Media & Communication Design organized a session on 'Career in Radio' by Ms. Geetika Uniyal, currently working with Rainbow FM, All India Radio on September 4, 2021. Ms. Geetika spoke about the personality traits of a Radio Jockey and the skills required to succeed in the industry. She described the roles of music managers, music production companies and the importance of licensing the music. RJ Geetika also spoke about advertising on radio, revenue sources for radio stations and the techniques of conceptualizing radio shows. RJ Geetika then patiently answered the questions from the students, who enquired about the job opportunities available in the Radio Industry. The session concluded with a vote of thanks by Ms. Singha.



SOLA ORGANIZES NATIONAL WEBINAR ON 'WORLD SUICIDE PREVENTION DAY'

The School of Liberal Arts (SoLA) on September 10, 2021, organized National Webinar on 'World Suicide Prevention Day' to create awareness about the ways in which suicide can be prevented. The goal of the seminar was to shed light on the topic and to reach out to people who are struggling before it's too late. The ongoing pandemic has made a lot of people more anxious, depressed, and susceptible to taking such extreme steps for several reasons, like job loss, losing a close one to coronavirus, lack of social gatherings, and so on. The best way to prevent suicide is to recognize warning signs and know how to respond to such a crisis.



INTERNATIONAL HOUSEKEEPERS' WEEK CELEBRATION AT SOHM



To appreciate the work of the Housekeeping Staff the School of Hospitality Management celebrated International Housekeepers Week beginning from September 13, 2021. A presentation along with messages sent to School of Hospitality Management students on the occasion, from Executive Housekeepers globally were exhibited. This was followed by poster-making competition on the theme 'Importance of Cleanliness', followed by a Rangoli presentation on the theme 'Close to Nature' by housekeeping staff of the University. A brief appreciation ceremony for University Housekeeping staff concluded the event.

SOL ORGANIZES A WEBINAR TO CELEBRATE 'INTERNATIONAL DAY OF DEMOCRACY'



On September 15, 2021, the School of Law (Legal Aid Society) in collaboration with District Legal Services Authority, Dehradun, organized a webinar to celebrate the 'International Day of Democracy'. Since 2008, every year this day is celebrated worldwide by the democratic governments to reevaluate the democratic set-up in their State. In this webinar, the first lecture was delivered by Prof. Dr. R. N. Sharma, Dean School of Law. He began the lecture with focusing on the early circumstances that were prevalent

and resulted in the rise of the concept of Democracy. He explained that the necessity to protect the rights of the varied groups led to the surrendering of their rights to State to ensure enforcement of these rights by the State. Elaborating on Democracy as the arena where the powers of the State converge with the rights of the people, the resource person discussed the four pillars of Democracy. He also explained the merits and demerits of the democratic system and stressed that in India we have real democracy functioning. The second session was delivered by Mr. Nikunj Singh Yadav, Assistant Professor, School of Law. He briefed the audience with the facts related to the United Nations resolution declaring 15th of September as the International Day of Democracy. He also discussed in brief the salient features of democracy and the important role each feature plays in strengthening the institute of government. He also included certain interesting facts relating to the etymology of the word 'Democracy'

RENDEZVOUS 'MEET & GREET' AT SOHM

Rendezvous 'Meet & Greet', a talk show with Prof. Gautam Sinha, Vice Chancellor, IMS Unison University as the resource person, was organized at SoHM on September 16, 2021. The talk show titled 'Nurturing Young Minds' was weaved on student's interaction with the head of the university. Mr. Shashi Kant, Assistant Professor, SoHM steered the talk show with Prof. Gautam Sinha, that threaded on the development of managerial skills, how to convert challenges into opportunities, the value of time management, the importance of planning, and how to have a work-life balance. He shared his wisdom in his endearing style with anecdotal incidents from his career. Rendezvous 'Meet & Greet' is an interaction series initiated by the School of Hospitality Management.



CULTURAL PROGRAM ORGANIZED BY SCHOOL OF MEDIA & COMMUNICATION DESIGN

The students at School of Media & Communication Design (SoMCD) came together for some song, dance and stand-up comedy as part of a Cultural Program organized by the SoMCD Cultural Club on September 17, 2021. The cultural show began with an enthralling Bharatanatyam performance by Ashti Azad of BAJMC I. Following the traditional dance, Arvind Bisht a student of BAJMC I presented a soliloquy. Anuva Sharma from BAJMC I swung to the tunes of a hit Bollywood track. Anushka and Aashna from BAJMC V then performed a dance duet which was then followed by a Gorkha cultural dance & expression performed by Shweta Thapa from BAJMC I. Then, Arjun Parashar BAJMC V took to the stage along with Upendra BAJMC V for a singing and guitar partnership. Further, Rohit Panwar from MAJMC I tickled the funny bone of the audience in a highly appreciated stand-up act and Vanshika Chauhan from BAJMC V kept the audience thoroughly entertained with her tongue-in-cheek comments while anchoring.



INDUSTRIAL TOUR AT PATANJALI FOOD & HERBAL PARK, HARIDWAR

Resuming the blended mode of curricula where students get to know the industrial process keenly and intricately. The undergraduate students at the School of Management (SoM) visited the Patanjali Food and Herbal Park, Haridwar on September 20, 2021. The students were exposed to various functional units and operational processes of an FMCG manufacturing establishment and had an enriched learning experience as a key takeaway.



GUEST LECTURE ON WHISKIOLOGY 'AN ART & SCIENCE OF WATER OF LIFE'



The School of Hospitality Management organized a guest lecture titled 'Whiskology- An Art and Science of Water of Life' on September 21, 2021. The resource person for the session was Prof. Gautam Sinha, Vice-Chancellor, IMS Unison University. This was an in-depth session on the facts and historical journey of whiskies around the world and the amazing stories associated with them. He traced the origin of the word Whiskey with Anglicization of the Gaelic words along with tenets of calling a liquor to be Scotch Whiskey. The session gave a brief on the production and blending of whiskeys and how different geographies of Scotland produce distinctive Scotches in terms of taste and aroma. He also elaborated upon how the taste of whiskey depends upon ingredients, methods of malting, and casks used for aging. Prof. Sinha shared interesting facts and amazing stories associated with some famous whiskey brands and how these stories have built mysticism and romance for whiskies. The budding hoteliers had a thoroughly engrossing session and benefitted immensely from the session.

SCHOOL OF MEDIA & COMMUNICATION DESIGN ORGANIZED DECLAMATION COMPETITION

A Declamation Competition was organized by the Literary Club of the School of Media & Communication Design on September 24, 2021. Students participated in large numbers in the Competition and spoke on pertinent topics like Mental health, Self-worth, Triumphant over fear, Marital rape, Impact of television on human behavior, Media trial and Women empowerment. Iconic speeches by famous personalities like Martin Luther King Jr., Charlie Chaplain, and Steve Jobs were also replicated by students. Anushka Bhandari of BAJMC V was adjudged First, whereas Ashti Azad of BAJMC I and Shrishti Maithani of BAJMC V was declared first and second runners up respectively.



INDUSTRIAL VISIT AT INDIA GLYCOLS LIMITED



The School of Management (SoM) organized an industrial tour for MBA and Integrated BBA-MBA students at India Glycols Limited, Pharmacy, Selaqui, Dehradun on September 25, 2021. Through this visit students gained knowledge about the operational working at the manufacturing plant and learned valuable insights about the Pharmaceutical Industry. They also experienced an enhanced learning opportunity as a significant takeaway.

SCHOOL OF MANAGEMENT ORGANIZED A DEPARTMENTAL FACULTY RESEARCH SEMINAR

A departmental Faculty Research Seminar was organized at the School of Management (SoM) by Mr. Anup Kumar wherein he presented a research paper entitled 'Technical Efficiency of Financial Inclusion and Human Development: Insights from the Indian States' on September 25, 2021. The paper examined the technical efficiency of financial inclusion of Indian states by Data Envelopment Analysis (DEA) using Human Development as input. To achieve this objective, a 3-dimensional Financial Inclusion Index (FII) was constructed for 28 major Indian states from 2010 to 2017. Empirical findings suggested most Indian states are under low and medium financial inclusion, and states with better human development have better FII status. Crucially, technical efficiency results revealed states with better human development perform better in terms of FII. The inconsistency in FII and human development ranks was majorly found in North-eastern and high-income Indian states. Therefore, policymakers in India should focus on promoting human development in low HDI states.

SCHOOL OF MEDIA & COMMUNICATION DESIGN ORGANIZED A DEPARTMENTAL FACULTY RESEARCH SEMINAR

A departmental Faculty Research Seminar on 'From Civic Engagement to Rumour Mongering: Two Tales of Social Media in India' was conducted on September 29, 2021. At School of Media & Communication Design. The resource person was Mr. Devam Thapa, Assistant Professor, SoMCD. Mr. Thapa, deliberated upon the transformation of the uses of technology-mediated communication applications, that were once used to mobilize people for civic activism for Jan Lokpal (People's Ombudsman) and Nirbhaya (Fearless) in 2011 and 2012. His research contests that technological devices and applications continue to imbue social engagements but have become an instrument of rumormongering which has led to societal frictions.



SCHOOL OF HOSPITALITY MANAGEMENT ORGANIZED A DEPARTMENTAL FACULTY RESEARCH SEMINAR



A departmental Faculty Research Seminar was organized by the School of Hospitality Management (SoHM) on September 30, 2021. On the topic 'Case Writing' by Mr. Shashi Kant, Assistant Professor, SoHM. During the seminar Mr. Kant discussed about types of case study, how to write a case study in teaching, and points to keep in mind while researching /writing a case study. The case method is a participatory, discussion-based way of learning where students/researchers gain skills in critical thinking, communication, and group dynamics.

FACULTY DEVELOPMENT WORKSHOP ORGANIZED AT IUU



A three Day Faculty Development Workshop was organized at IUU premises from October 7-9, 2021. The aim of the Workshop to make the faculty members aware of the various academic and accreditation processes. Eminent Scholar Prof. J. R. Sharma was the resource person. During the workshop, he shared beautiful thoughts and insights with faculty members who gained substantially from his deliberation.



CLOTH COLLECTION DRIVE BY SOLA

The School of Liberal Arts (SoLA) organized a ten-day-long Cloth Collection Drive from October 16 to 25, 2021. During this time, an awareness talk by guest speaker Ms. Vatsala Agarwal from a renowned NGO named 'Goonj' was also organized. The clothes collected during this time will be donated to 'Goonj,' a non-governmental organization that works to facilitate homeless and impoverished people with warm clothes to survive the harsh winter.

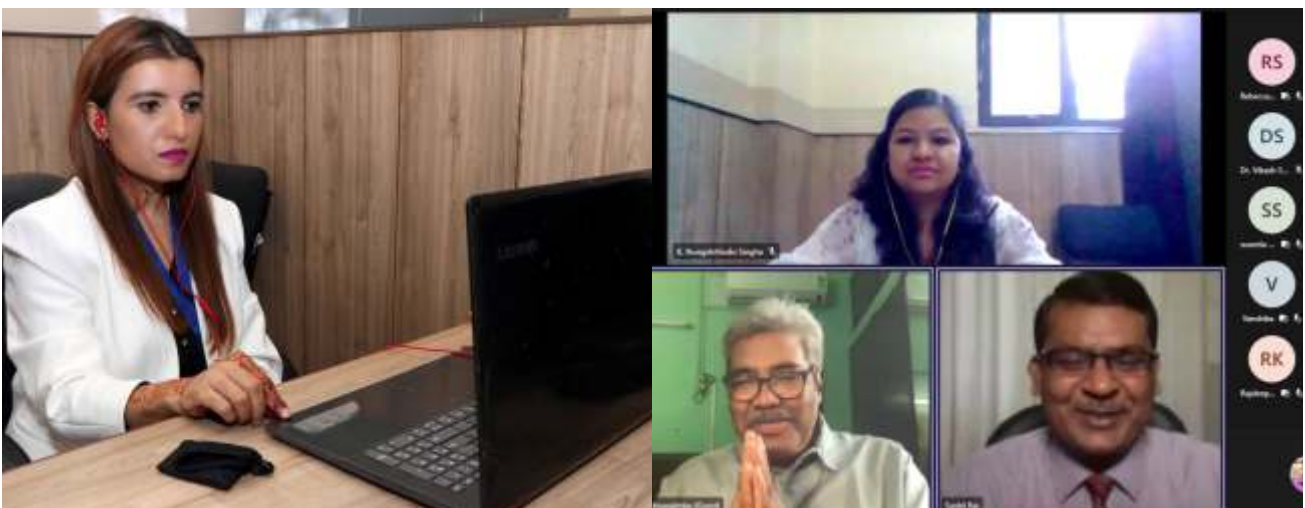
KNOWLEDGE SHARING SESSION BY SOL



A Knowledge Sharing session was organized by the School of Law (SoL) on October 22, 2021 in collaboration with ICICI Prudential Asset Management Company Limited under their Investor Education initiative. The theme of the session was 'Invest Correctly.'

ONE DAY NATIONAL E-CONFERENCE ORGANIZED BY THE SCHOOL OF MEDIA & COMMUNICATION DESIGN

The School of Media & Communication Design (SoMCD) organized a one-day National E-Conference on the theme 'Media, Communication and Development: Emerging Trends and Challenges' on October 23, 2021. Dr. Sushil Kumar Rai, Conference Chairman and Associate Dean, SOMC, welcomed the Chief Guest, dignitaries, and participants. The Chief Guest Prof. Biswajit Das, Founding Director, Centre for Culture, Media & Governance, Jamia Millia Islamia, New Delhi, emphasized the importance of Media tools in highlighting stories and news for social development. Around 55 faculty and research scholars from various academic institutions such as University of Jammu, Tezpur University, Assam, University of Burdwan, Bangalore University, Amity University, Noida, Kurukshetra University, SRMU, Himachal Pradesh University, Shimla, Dr. M.G.R Educational and Research Institute, Chennai, etc. participated in the conference. Over 30 paper presentations were made in different technical sessions.



8TH NATIONAL MOOT COURT COMPETITION



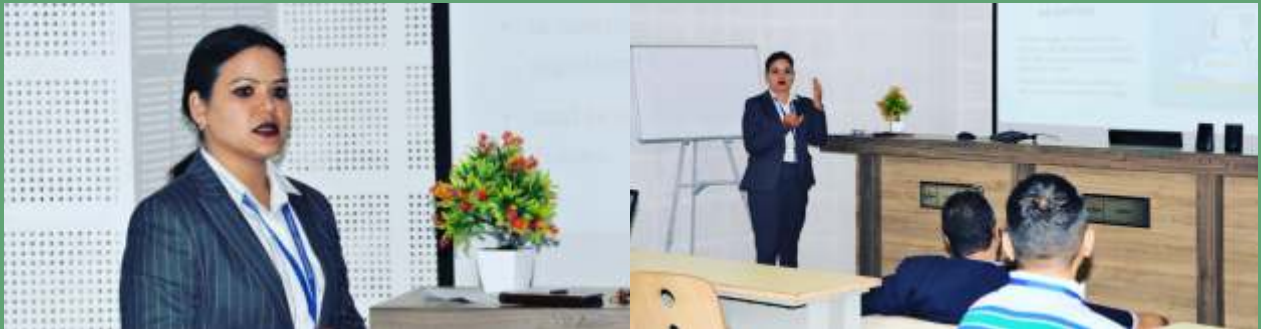
The 8th National Moot Court Competition organized by the School of Law, IMS Unison University, started in all its grandeur on October 28, 2021. The event commenced with the inaugural ceremony moderated by Ms. Kajal Chaudhary, Faculty Co-Convenor & Master of Ceremony. Further, Adv. Aditya Barthwal briefed the participants and the judges with the moot proposition and detailed the marking criteria. Fourteen renowned and excellent advocates judged various rounds of the event. 40 teams from different legal specializations, academic, litigation, scholars, and researchers participated in the competition. For the final round, Hon'ble Justice Dinesh Maheshwari, sitting judge at Supreme Court, Justice Gopal Vyas, Chairperson to the State Human Rights Commission Rajasthan, and Ms. Archana Pathak Dave Senior Advocate on Record Association, Supreme Court were invited. The judges appreciated the rigor and zeal that the young law practitioners possess for our collective resolve for a lawful society.

SCHOOL OF HOSPITALITY MANAGEMENT ORGANIZED A FACULTY RESEARCH SEMINAR



A monthly faculty research seminar presentation was conducted at the School of Hospitality Management on October 29, 2021. The webinar was intended to deliver insights on Intellectual Property Rights. Mr. Naveen Uniyal, Assistant Professor, SoHM, was the resource person. Mr. Uniyal delved into the history and background of intellectual property and the methods and tools used to analyze and protect the same. He stressed the importance of innovations for the role of Intellectual Property Law in providing the same. He also discussed the fundamentals of patent protection in India, its variation with copyright and trademark and their protection

SCHOOL OF HOSPITALITY MANAGEMENT ORGANIZED A FACULTY RESEARCH SEMINAR



A monthly faculty research seminar presentation was conducted at the School of Hospitality Management on November 29, 2021. The webinar was intended to deliver insights on “How to select Research Topic.” Ms. Deepika Sajwan, Assistant Professor (SoHM) was the resource person. The session concentrated on various steps that the researcher goes through while choosing and finalizing a research topic.

SCHOOL OF MANAGEMENT ORGANIZED A FACULTY RESEARCH SEMINAR



A monthly faculty research seminar presentation was conducted at the School of Management by Dr. Garima, Assistant Professor School of Management on December 4, 2021. The presentation was titled “Multidimensional competency construct for social entrepreneurs: A logistic regression approach.” Dr. Garima, through her presentation, highlighted that despite the best efforts put in by the government and other organizations, the persistent socio-economic crisis indicates that the so-called growth claimed by the development actors of the society is too far from inclusive. However, social entrepreneurs are proving themselves for all-inclusive growth. The specific focus of the seminar was the research question “Do Founders of For-Profit social enterprises require different individual competencies as compared to Founders of Not-For-Profit social enterprises” along with this, and the research presentation.

WORKSHOP ON RESEARCH METHODOLOGY

The School of Liberal Arts conducted a three-day online workshop on 'Research Methodology' from December 27-29, 2021. The speakers for the session were Prof. Narayan Prasad, IGNOU, Dr. Payel Pal, LNMIIT, Jaipur, and Mr. Raman Nautiyal, Retd. Scientist, FRI, Dehradun.

School of Liberal Arts
is conducting a
RESEARCH METHODOLOGY
WORKSHOP
(Virtual Mode)

Dr. Payel Pal
Dept. of Humanities & Social Sciences, The LNM Institute of Information Technology, Jaipur

Mr. Raman Nautiyal
Retd. Scientist, Forest Research Institute, Dehradun, Consultant Statistician

Prof. Narayan Prasad
Dept. of Economics, School of Social Sciences, IGNOU, New Delhi

27th-29th December 2021

Scan to Register

FACULTY RESEARCH SEMINARS BY

DR. SHALINI SINGH



An insightful research presentation was delivered by Dr Shalini Singh, Assistant Professor, School of Management on her ABDC listed published paper titled "A bibliometric review on the development in e-tourism research" on January 1, 2022. Dr. Singh highlighted the developments and trends in e-tourism research through analysis of bibliometric data of the past sixteen years. She elaborated the significance of e-tourism using bibliometric analysis, visualization techniques, and content analysis. She emphasized the implications of IoT, automation, robotics, smart technologies, etc. in the tourism industry.

MR. SUMIT PRATAP

The School of Hospitality Management (SoHM) on February 1, 2022 conducted a Faculty Research seminar on the topic 'How to write a literature review'. The resource person for the seminar was Mr. Sumit Pratap, Assistant Professor, SOHM. The seminar was very insightful interesting.



7TH NATIONAL YOUTH PARLIAMENT COMPETITION



The Debating Society of the School of Law (SoL) organised the 7th National Youth Parliament Competition on February 4-5, 2022. The event had Mr. Anuj Kumar Sinha, an IJU alumni, as the Chief Advisor, with Mr. Anuj Malik as the President and Mr. Tushar Rathee as the Vice-President, representing the 7th National Youth Parliament.

The Hon'ble Chief Guest, Prof. Manoj Kumar Sinha, Director, ILL, New Delhi, illuminated the ceremony by commending the university for conducting a multi-disciplinary event like Youth Parliament, and how cardinal it is, as it serves as a quintessential forum to voice the opinions of youth and foster lifelong skills. Ms. Garima Trivedi, Faculty Convener, National Youth Parliament, presented a report and gave a brief overview of the event. Furthermore, Prof. Gurdeep Singh, Chancellor, IMS Unison University gave an address where he focused on the importance of events like youth parliament, as they aid in developing in the youth the attributes of a good orator and a parliamentarian.

The National Youth Parliament Competition began with the formation of the committees with the pre-assigned agendas, under the eponyms Lok Sabha, Stakeholders' Meet, National Security Council, and All India Press. The agendas of the committees were Sedition, Public Sector Unit Privatisation, Separatism in the North-East Region and Journalism & Photography.

To begin with, the Loksabha Committee's deliberations were centred upon the validity and repeal of sedition laws. It was followed by a discussion on Article 19 of the Indian Constitution and its relation to sedition law. The discussion followed a marathon of systematic altercations, discontent, and deliberations.

The sessions for the National Security Council commenced with suggestions in the implementation of border area development project as the agenda on board, discussion on sub-agenda items like the border infrastructural development in North Eastern regions, followed by the crisis session.

The Stakeholders Meet Committee garnered a multitude of opinions from the participants. Reaching acclamation, the agenda on the board, gaining majority votes was Ravish Kumar's idea of the pandemic. Subsequently, peroration was delivered by several delegates. The glorious event drew to a close after two days of fervour with the valedictory ceremony.



INTERACTIVE SESSION AT SCHOOL OF MANAGEMENT



The School of Management (SoM) organized a session on 'Supplier Satisfaction in Buyer-Supplier Relationship: Assessment from Supplier Perspective' on February 8, 2022. The speaker for the session was Dr. Santanu Roy, Dean SOM. The session aimed to determine whether supplier satisfaction is relevant to buyer-supplier relationships and the relevant factors.



FACULTY DEVELOPMENT WORKSHOP AT IUU

A Faculty Development Workshop was organized at IMS Unison University for the faculty members of all Schools. The workshop was based on 'Fedena ERP' which is utilized for academic purpose at the University. The faculty was trained on effective use of the ERP for organizational management, official communication and managerial reporting in addition to the existing applications in student management and communication with parents.



8TH NATIONAL SEMINAR AT SCHOOL OF LAW

The School of Law (SoL) at IUU organized the 8th National Seminar on February 25-26, 2022 on the theme "Convergence of Health Laws and Practice: Recent Developments and Contemporary Challenges." The seminar began by shedding light on the motto of the seminar. Thereafter, Prof. Gautam Sinha, Vice Chancellor, elaborated on the connection between the legal and medical domains and the role of the seminar as an insightful forum. Prof. V. K. Ahuja, the Chief Guest of the event, extensively linked the contemporary COVID-19 pandemic with various aspects such as public international law, intellectual property rights, and human rights. He exposed the hypocrisy of developed states with regard to human rights. The keynote speaker, Prof. C. S. Patil, regarded the theme as appropriate and propounded the thought of interaction between law and medical practice. He further indicated the bond of ethics with the medical association. He concluded by praising certain judicial pronouncements as necessary and essential.

Four technical sessions were conducted during the two-days and various thought-provoking topics and aspects were highlighted. The participants dealt with several issues pertaining to social, political, and economic aspects of health and health laws. The seminar also addressed sensitive and often overlooked issues such as menstrual hygiene.

The seminar concluded with a valedictory ceremony, which began with a brief overview of the two-day event. Thereafter, Prof Gurdip Singh, Chancellor, IUU, enlightened the event with his illuminating words. He reflected on the purpose of the United Nations with respect to the right to health. He expressed that the right to health is a primary right without which all other rights could not be enjoyed. Further, Prof. Ravikesh Shrivastava critically analysed the Indian health structure and hoped for a better one in the upcoming future. He stressed the need for percolating government initiatives to the grassroots of the Indian system so that even the marginalised could benefit.

Lastly, the most awaited results were announced By the Co-conveners in the following categories:

Technical Session 01

Aryan Khandelwal, KLE Society's Law College

Technical Session 02

Swamini Patil, MIT-WPU, Pune

Technical Session 03

Bhawani Mishra, St. Xavier College, Ranchi

Technical Session 04

Mr. Ekshit Madan, IMS Unison University,
DEHRADUN

Overall Best Paper Presenter

Meghna Bohra, J. B. Law College,
Guwahati, India



FACULTY DEVELOPMENT PROGRAM ON 'COMMUNICATION DESIGN' AT SOMCD



The School of Media & Communication Design (SoMCD) at IUU organized a two-day Faculty Development Program (FDP) on the topic "Communication Design" on February 25-26, 2022. The resource person for FDP was Mr. Dinesh Kumar Yadav, Group Head in AdGlobal360. Mr. Yadav has 16 years of experience in Corporate Training, Communication Design, Graphic Design, Animation Film Design, Game Design, VFX, Video Editing, Filmmaking and Digital Marketing. The FDP began with the inaugural session and a welcome address by Dr. Sushil Kumar Rai, Associate Dean & Head, School of Media & Communication Design.

On day one of the FDP, Mr. Yadav discussed topics like Communication Design, Principles of Communication Design and Techniques for Visual Communication. Day two of the FDP began with the first session on Introduction to Animation Film Design, the second session on 2D and 3D Animation Film Production, and a third session on Augmented Reality, Virtual Reality and Animation Development. The program with a valedictory ceremony.

INTERACTIVE SESSION AT SCHOOL OF HOSPITALITY MANAGEMENT

On March 4, 2022, Prof. Vinay Rana, Dean, School of Hospitality Management, delivered an interdisciplinary lecture on "Tracing the Journey of Indian Cuisine: From Colonial Era to Modern Day" for faculty members and students of SoLA and SoHM. The lecture covered the fascinating history of Indian cuisine, with a rich heritage and various events in its history that have shaped it. The theme was an interesting journey of Indian cuisine, specifically covering the timeline of influence on cuisine between colonial rule, post-independence, and the partition of India to modern day, progressive Indian cuisine.



NATIONAL INTERDISCIPLINARY E-CONFERENCE ON OCCASION OF INTERNATIONAL WOMEN'S DAY



The School of Hospitality Management (SoHM) and School of Liberal Arts (SoLA) celebrated International Women's Day by hosting a National Interdisciplinary E-Conference themed on 'Challenging The Status Quo: Gendered Empowerment and Change' on March 8, 2022. The conference started with welcome speeches from Vice Chancellor, Prof. Gautam Sinha; Dean, School of Hospitality Management, Prof. Vinay Rana; and Dean, School of Liberal Arts, Prof. Madhu Prabakaran.

Prof. Nimit Chowdhary of Jamia Milia Islamia and Prof. Manpreet Kaur Kang of Guru Gobind Singh Indraprastha University delivered keynote addresses outlining strategic goals and actions for women's advancement and gender equality. The technical session witnessed the deliberation of research papers by various scholars and educationalists with the themes pertaining to women's empowerment in the conference that included corporate leadership for gender equality, women's empowerment issues and challenges, the role of women's self-help groups, entrepreneurial opportunities for women, and the empowerment of women for healthy community development. The panel discussion session was energised by the presence of distinguished speakers both from industry and academia. The conference was concluded by an address from the Pro Vice Chancellor, Prof. Ravikesh Srivastava. The entire event was moderated by various faculty from the School of Hotel Management and the School of Liberal Arts.

FLORAL ART WORKSHOP AT SOHM

On March 28, 2022, the School of Hospitality Management organized a workshop on Floral Art. Students learnt how to make various bouquet designs like oval shaped arrangements, circular arrangements, freestyle arrangements, among others, using various methods and techniques. There was also a basic introduction to the theoretical aspect of the "origins of flower arrangement."



NATIONAL E-CONFERENCE ORGANIZED BY SCHOOL OF MANAGEMENT



The two-day National E-Conference, organized by the School of Management (SoM) at IMS Unison University, titled "Re-strategising Businesses During Pandemic Challenges" was held on March 28-29, 2022. The beginning of the event was marked with a welcome note followed by the introductory remarks given by Prof. Gautam Sinha, Vice Chancellor, IUU. Prof. Sinha emphasised the persistence of VUCA in the current market, with a particular emphasis on the ambiguity that some citizens face, particularly in light of the ongoing Russia-Ukraine conflict. A brief overview of the conference was given by Prof. Santanu Roy, Dean, SoM.

The keynote speaker of the E-Conference, Prof. Harvinder Singh, IMT Ghaziabad, an eminent academician and a distinguished researcher, shared his valuable insights on consumer behaviour during a pandemic as the epicentre of his academic-cum-experiential delivery. He reiterated the issues pertaining to the impact of the pandemic on consumer psychology and society at large. He explained the opportunities that evolved due to the pandemic lockdowns. He concluded his address with some inputs on the necessity of following new social norms and etiquette as post-pandemic repercussions and the necessity for today.

The Conference witnessed technical sessions chaired by Dr. Surekha Rana, Gurukul Kangari Vishwavidyalaya and Dr. Anup Kumar Mishra, Banaras Hindu University. A total of forty-two papers were presented during the E-Conference. The two-day deliberation unfolded various facets of business management, comprising work-life balance, stress management, and artificial intelligence. The end of the E-conference was marked with a valedictory session which witnessed profound gratitude expressed by the dignitaries and was followed by the declaration of results for the best three paper presenters. The best paper presenters, Mr. M. Prudhvy Raju, Ms. Priyanka Sharma, and Mr. Arvind Dhasmana, were awarded first, second, and third positions, respectively.



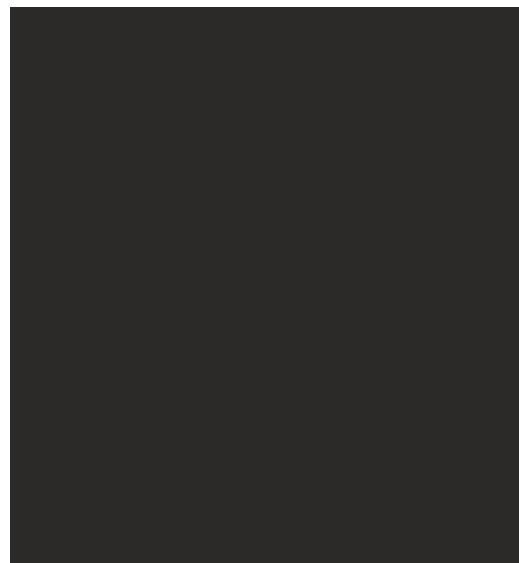
GUEST LECTURE BY JEEWAN SINGH RAWAT, EXECUTIVE CHEF OF JEHNUMA PALACE AT SOHM



"Food is not just a delight to your taste buds, it is about a complete sensory pleasure that involves making the food look presentable, artistic, and colourful." This statement was made by Chef Jeewan Singh Rawat on April 18, 2022 while delivering a lecture to students of School of Hospitality Management, IMS Unison University. His lecture was not only informative but intertwined with interesting experiences of his career and life. He remained alumnus of IHM Patna and the Oberoi Centre for Learning and Development (OCLD). Today he is an Executive Chef at Jehnuma Palace Hotel, Bhopal. Sharing his initial career experiences with 'The Oberoi Group', he advised students for clearing OCLD interview or any interview in this career field to concentrate on high-quality learning, grasp the fundamentals, and then progress from there.

FACULTY RESEARCH SEMINAR AT SCHOOL OF HOSPITALITY MANAGEMENT, IJU

A monthly faculty research seminar presentation was conducted at the School of Hospitality Management on May 18, 2022. Mr. Devashish Pandey, Assistant Professor, SoHM delivered a presentation titled "Employee engagement vs Employee performance with reference to Health Care industry". The theme was on the co-authored research paper that was recently published in Scopus indexed journal. The research explores on how an organization's development, growth, and expansion are all dependent on its employees' commitment to the organization's success, as well as the amount of passion and dedication a worker is expected to have toward their profession in the health care field.



SOHM SETS A NEW LIMCA RECORD



By making 550 varieties of mini tarts (a bakery item), the School of Hospitality Management set a new record on April 21, 2022 and sent it to Limca to be included in the next edition of the Limca Book of Records (LBR). The feat was achieved by the "Fantastic 36", a team of students, faculty members, and staff from the School of Hospitality Management at IMS Unison University. Overall, 1100 tarts were assembled in 150 minutes.

FACULTY RESEARCH SEMINAR AT SOHM, IUU



A monthly faculty research seminar presentation was conducted at the School of Hospitality Management on June 18, 2022. The seminar was intended at delivering research paper presentation on "Tourist buying intentions towards local food: Analysing the moderating impact of food neophobia. Mr. Abhay Chamoli, Assistant Professor with the School of Hospitality Management was the resource person for the seminar. The objectives of the study were to investigate the buying intention of tourist towards the local food of Uttarakhand by analysing the moderation effect of a food related personality trait- "Food Neophobia" which is described as an unwillingness to try novel foods.

The study will contribute to assessing consumer perception towards the local food and thus relevant measures can be taken to promote the local food as a destination attraction. The webinar was attended by Dr. Vinay Rana - Dean-SoHM along with the faculty members and research scholars of the School of Hospitality Management.

FAREWELL PARTY

FOR BBA AND B. COM FINAL YEAR STUDENTS



On April 16, 2022 all final year students of BBA and B.Com. (Hons) were bid adieu with a convivial and exhilarating farewell party organized by the junior batches. The event was graced with the presence of Prof. Gautam Sinha, honorable Vice Chancellor, Prof. Ravikesh Srivastava, Pro-Vice Chancellor and Prof. Santanu Roy, erstwhile Dean-School of Management and all faculty-members of the school. Prof Sinha addressed the students' gathering while expressing wholeheartedly with nostalgia. The event encapsulated a blend of music and theatrical performances those moistened the eyes of all final year students.



TURNING DREAMS INTO REALITY



In a proud moment for the School of Media & Communication Design, IUU, several students were placed to fly their career in the month of May and June 2022, Oshita Ahuja, Diva Rawat, Hitesh Rana and Vidushi Srivastava from BAJMC VI were placed in different organizations of repute. Congratulations to the Media & Communication Design students on taking their first step towards building a lifelong career.

A GUEST LECTURE BY PROF. UMA NARAIN IN SCHOOL OF LIBERAL ARTS, IUU



The School of Liberal Arts (SoLA) invited Prof. Uma Narain on May 21, 2022 to take undertake a session on “Multi-Disciplinary Education & New Education Policy 2020”. The session was graced by Pro Vice-Chancellor Ravikesh Srivastava, and the esteemed Deans of all schools. Prof. Narain talked about liberal Education, multidisciplinary approach, and trans-disciplinary approach. The session was attended by faculty of all schools. In the afternoon session, the faculty members of SoLA had a discussion with Prof. Narain on the curriculum. Lastly, Pro Vice-Chancellor Ravikesh Srivastava felicitated Prof. Narain for the interactive session.

INTERNAL FACULTY SEMINAR ON LOK ADALAT AT SOL, IUU



In the continuation of series of Internal Faculty Seminar presentation held on May 28, 2022 Dr Arti Sharma, Assistant Professor, School of law, IUU presented a seminar on the topic 'Critical analysis of the Lok Adalat'. The meaning, historical perspective and origin of Lok Adalat was discussed. It existed in our legal system since times and vanished during the British period. In consonance with the provisions of Article 14 & 21 of Constitution and in pursuance of various reports relating to Lok Adalat; the implementation of Committee for Implementation of Legal-Aid Scheme (CILAS) was properly explained. CILAS was replaced by the Legal services authority act, 1987. It gave statutory recognition to the concept of Lok Adalat. The Lok Adalat emerged as one of the effective mechanisms of Alternate Dispute resolution (ADR) mechanism. The award given is final, binding and no appeal lies against it. It saves the time, energy, resources and expenses of litigants. The system is though having a statutory recognition but suffers from some drawback due to the lack of awareness of litigants, low initiative taken by advocates and already overburdened judiciary and lack of judges. The seminar ended by the question-answer session.

'MARITAL RAPE IN INDIA': A SEMINAR ORGANIZED BY SOL AT IUU

An Internal Faculty Seminar was conducted in School of Law on June 26, 2022 on the topic "Issues Related to Marital Rape in India. The Seminar was presented by Dr. S.K. Mishra, Assistant Professor (SoL). Dr. Mishra has vast teaching experience of 15 years. The relevant provisions of Indian penal Code like Sec 375 were discussed. Dr. Mishra cited various verdicts of the court to support his view. Independent Thought v. UOI. (AIR 2017, SC 4904) judgement of Supreme Court was prominently cited and discussed where the court increased the age limit of married women from 15 to 18 years for consent of sexual intercourse. Apart from this judgement all other judgement of various high Court and Supreme Court was also quoted by him to prove his own thought on the issue. Several questions were put up by the other faculty members which Dr. Mishra responded patiently. Lastly, the seminar was concluded by the concluding remarks of Dean School of Law Dr. Ashish Verma.





UNIVERSITY PUBLICATION

2021-22

RESEARCH JOURNAL – “PRAGYAAN”



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

- **Pragyaan: Journal of Management (ISSN:0974-5505),**
- **Pragyaan: Journal of Media & Communication Design (SOMCD) (ISSN:0974-5521)**
- **Pragyaan: Journal of Law (ISSN:2278-8093).**

These journals are bi-annual double blind referred research journals. The objective is to create a platform where ideas, concepts & latest thoughts related to the field of Management, Computer Applications, Media & Communication Design (SOMCD) and Law are articulated and shared. The journals are dedicated to develop, promote and coordinate theory, research, and practice in the areas of Management, Computer Applications, Media & Communication Design (SOMCD) and Law in the Indian as well as the global context. These journals have achieved substantive recognition amongst the academic fraternity.

CAMPUS NEWSPAPER – “UNISON TIMES”

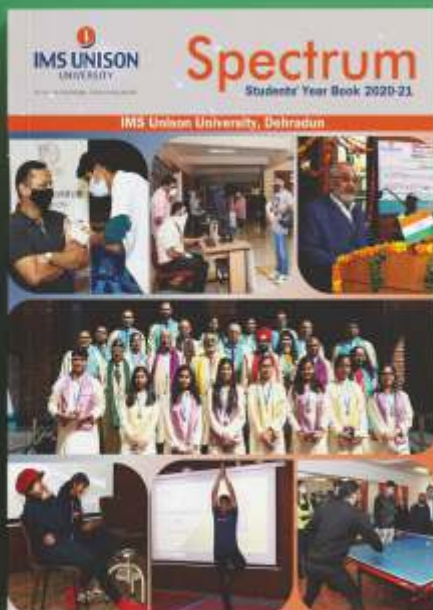
A monthly Campus Newspaper “UNISON TIMES” is brought out by the student community, guided by faculty mentors. The newspaper provides information about important activities, happenings and events of the university and highlights students’ achievements. It also provides an opportunity for the students to hone and showcase their journalistic skills and talents.



STUDENT YEARBOOK – “SPECTRUM”

The student yearbook ‘SPECTRUM’ brings forth novel ideas from students and faculty alike. Year after year, it documents the various benchmarks of the university, memories of special events and diversity of skills of our students in different areas.

It also provides a platform for our students to display their expertise in varied aspects of life, from poetry to painting, and story writing to thought provoking articles. It helps present to the world a unique compilation of contemporary thoughts and emotions. “Spectrum” is a beautiful memento of the university that is keeping pace with the current age along with maintaining a strong connection with our cultural base and values.



NEWSLETTER – “COMMUNIQUE”



IUU “**COMMUNIQUE**” is a popular quarterly newsletter of the University. It provides staff, students, academic institutions, the corporate world, and other stakeholders with information about the activities and initiatives of the university. It presents a window into the university life which comprises of various events from diverse fields of academics and research. It showcases the information about numerous activities like workshops, seminars, academic co-curricular events, cultural and sports events, social activities for the community and many more in which the students participate. Information is also provided on various activities which focus on the holistic development and overall intellectual enhancement of students, like guest lectures, industrial visits and various national/international study tours organized by the university. There port of the scholastic and cultural activities organized by the university is also an important component of the Newsletter. Various FDPs, Workshops and Conferences are highlighted alongwith recognition of the faculty members for their contribution in the field of Research & Development.



UNIVERSITY'S ACCOMPLISH- MENTS

2021-22

IMS UNISON UNIVERSITY SIGNS MOU WITH THE UNIVERSITY OF SOUTH ALABAMA



A Memorandum of Understanding (MOU) was signed between IMS Unison University (IUU) and University of South Alabama on August 25, 2021. The specific objectives of collaboration include all disciplines and fields mutually acceptable at both universities for the exchange of graduate, undergraduate students, visit by students on credit transfer/study abroad programmed basis, faculty exchange, conduct of collaborative research projects, conduct of lectures, organizing symposia, exchange of academic information and pedagogical materials of mutual interest and benefits.

Through this MOU, the School of Hospitality Management at IUU and Department of Hospitality and Tourism Management at University of South Alabama will exclusively create synergy for their respective academic programs to provide better learning opportunities for their students and faculties.

MOU BETWEEN IMS UNISON AND LE FREHINDI EDUCATION FOR SHORT-TERM EXCHANGE AND INTERNSHIP PROGRAMME

A Memorandum of Understanding (MOU) was signed between IMS Unison University (IUU) and Le Frehindi Education, Paris (France) to facilitate short term exchange programme of 'cultural heritage & ideas exchange between IUU and Institute of European Union Countries as well as to create internships program of one to six months in European Union. Mr. Haru Mehra (Director-CEO Le Frehindi, Paris) and Col. Pranav Kumar (Registrar) signed the agreement on behalf of both organizations.



PROF. AMIT ADLAKHA, DEAN SCHOOL OF MANAGEMENT FELICITATED FOR MBA DEGREE BY THE DIRECTOR OF IIM KASHIPUR

On May 14, 2022 Prof. Amit Adlakha, Dean-School of Management, was conferred upon with the prestigious Executive MBA degree by the esteemed Indian Institute of Management (IIM) Kashipur. The Director – IIM Kashipur conferred the degree to Prof. Amit Adlakha at the convocation.



SOHM SIGNS MOU WITH HYATT REGENCY



School of Hospitality Management welcomed members of Hyatt Regency, Dehradun on May 18, 2022 for the signing event of Memorandum of Understanding. This MoU has been signed between IMS Unison University and Hyatt Regency Dehradun for training & placement of students, faculty development, and industrial collaborations. The MoU was signed by Col. Pranav Kumar (Registrar) and Mr. Harkaran Singh (General Manager) on behalf of both their organizations.

MOU BETWEEN FAIRFIELD BY MARRIOTT AND SOHM, IUU



A Memorandum of Understanding (MOU) was signed between School of Hospitality Management (SoHM) and Fairfield by Marriott on June 9, 2022. This MoU has been signed between IUU and Fairfield by Marriott, Dehradun for training & placement of students, faculty development, and industrial collaborations. The MoU was signed by Dr Amit Adlakha, Officiating Registrar-IUU and Mr. Shankush Mahajan, General Manager -Fairfield by Marriott Dehradun on behalf of their organizations.





2021-22
CAMPUS
PLACEMENT

ENTAB INFOTECH PVT. LTD



Entab Infotech Pvt. Ltd organized a campus placement drive at IMS Unison University on November 11, 2021 for the final year students of MBA program. The company offered a package of Rs.6 Lac per annum for the Business Development Domain.

DECATHLON SPORTS INDIA PVT. LTD.



Decathlon Sports India Pvt Ltd, a France-based MNC, conducted a campus drive at IMS Unison University for final year students of all schools on December 15, 2021. The placement session was started with a Presentation, Sports Round, Group Discussion followed by face-face Interview

POSTERITY CONSULTING

Posterity Consulting conducted a campus drive on November 22, 2021, for the final year students of MBA and BBA. The company offered a package of Rs.6 Lac per annum for the position of Business Development Executive & HR-Talent acquisition.



ARVIND LIMITED

Arvind Limited, a textile manufacturer and the flagship company of the Lalbhai Group (For Tommy Hilfiger & Calvin Klein Brand), conducted a campus drive at IMS Unison University on December 16, 2021. Mr. Bharat Rishi, Retail Head Sales, along with 2 of his Teammates, visited IUU campus for the drive. The placement session started with the Company Presentation followed with questions & answers round, group discussion, and a final interview.





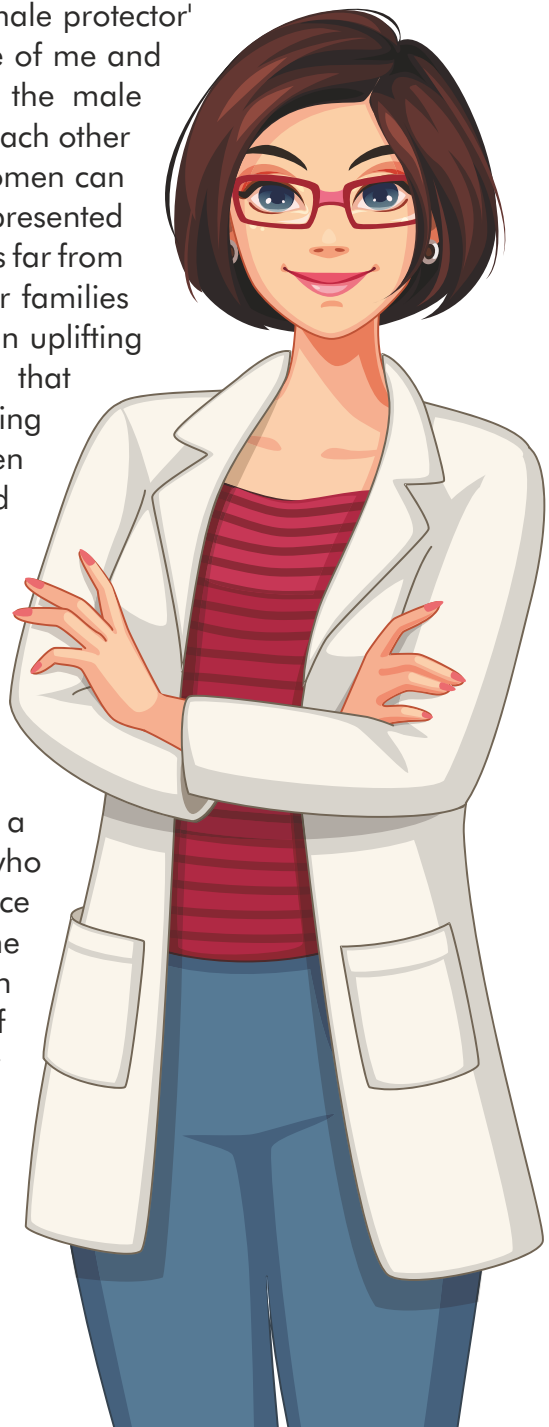
CREATIONS

2021-22

WE ARE TAKING OUR POWER

'We are taking our power 'I raise my voice, not to shout but so those without a voice can be heard', said Malala a young Pakistani activist. The basic meaning of the word empowerment is understood as the powerful 'giving' power to the powerless. This establishes a dichotomy that is fundamentally erroneous. In the case of women, it is understood as men yielding a portion of their power to women, giving them a chance to be heard, accepting their viewpoint or raising their status through education and equal opportunity. Well, the question is why should power be 'given' to women? Isn't this a basic right that we all deserve? It's time that women stopped waiting to be given what is rightfully theirs and instead took 'the freedom of being who they are'. As a child, I went through a tragic incident that could have left me traumatized for life. At that crucial juncture of my life, I had no 'male protector' around to help me but a kind woman who took care of me and made me stronger. I am telling you this because the male dominated society has always pitted women against each other and we have been conditioned to believe that two women can never be friends. Sadly, women's relationships are represented in the same way on the big screen as well. However, it is far from the truth- women have stood by each other and their families even when the going got tough. We women believe in uplifting and standing by one another. There is no doubt that successive governments have taken initiatives for creating a safe environment for women but it's time for women themselves to make right use of these policies and programs. Women must take the initiative in this process. There are many women in this world who didn't hesitate to take a step forward and make the best out of the available opportunities. The first girls school was built by Savitribai Phule born on January 3, 1831 in the state of Maharashtra. Savitribai had the courage to break the boundaries set for her by society. She even worked for women safety and built a shelter for widows and children. Does anyone know who was the first woman Judge of the Supreme Court? Justice M. Fatima Beevi appointed on October 6, 1989. The first IPS officer who started her service in 1972 is Kiran Bedi. She retired as Director General from Bureau of Police Research and Development in 2007. Recently the first woman fighter pilot was appointed on June 20, 2021- a 24-year-old Mawya Sudan from Jammu and Kashmir. These women are great examples for all of us. As it is said why to fit in a glass slipper when you can break the glass ceiling?

By Rubina Singh
MA (J&MC) III



A STORY ABOUT TWO MEN IN A HOSPITAL!

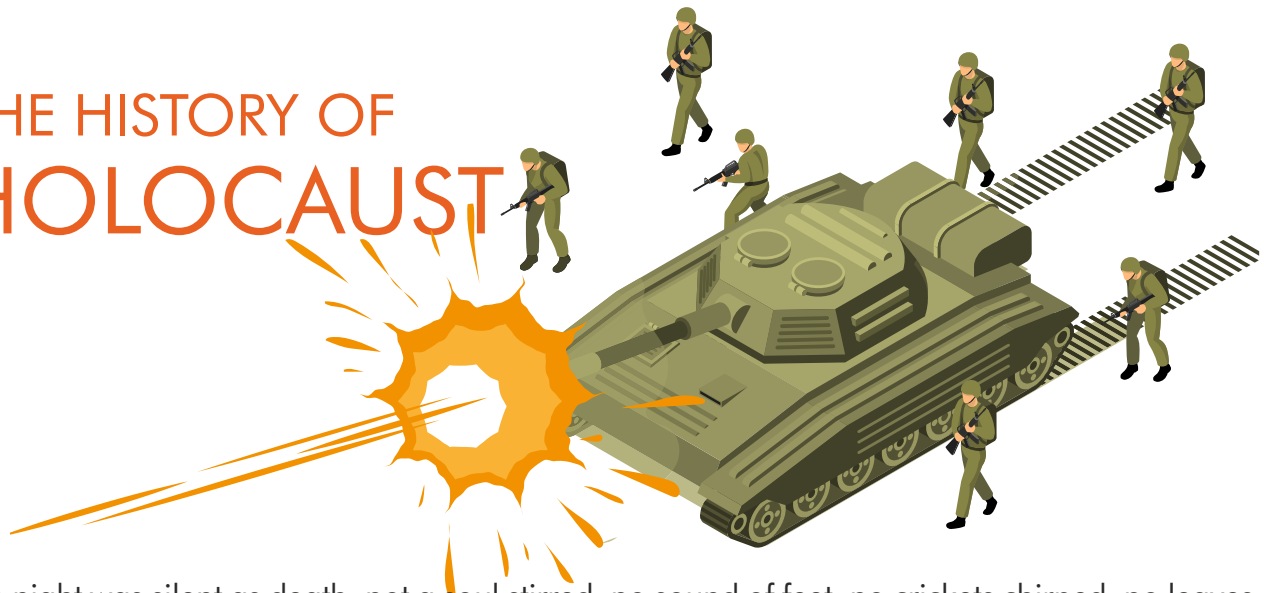
One day I was in the hospital searching for pharmacy. I'm moving here and there but no pharmacy I could even see, and then suddenly I saw a room where two senior citizens were live. Both are seriously ill, and they were lying on her bed in the hospital room. One of them was able to sit upright on the bed for half a day. His bed was near to the only window in the room. The other men spent every day lying on his back on her bed. Every day when the first men sat by the window after lunch, he has a task that to described everything that he saw from that window, for his neighbor. The second men look forward to this. From the window there looked out a



park with a beautiful lake, swans swam in the lake, and children placed toy boats on the water. There was a beautiful landscape seeing by at a distance. The men whose bed was near the window described everything in vivid detail, and the second man lay in bed that imagined the whole landscape in the format of the scene. Days passed. One morning a nurse entered into that room and saw that the man who lives nearby the window had died peacefully in his sleep. The second man asked to have his bed moved next to the window; the nurse moved the beds and left the man alone. He lifted himself onto his elbow with difficulty and tried to look out of the window. But all he saw was a blank wall! He called the nurse and asked; how could my neighbor see all the things that he told me about?? The nurse answered that his neighbor was blind, and he couldn't even see the wall. At last, I'm trying to say that, perhaps he simply wanted to cheer the other man up. There's no greater happiness that makes others happy, regardless of your own problems. Because when you share happiness, it becomes doubles.

By Prashant Kumar
BA.LLB-IX

THE HISTORY OF HOLOCAUST



The night was silent as death, not a soul stirred, no sound of feet, no crickets chirped, no leaves rustled- just all-pervading sheet of darkness with deep color of silence. The Nazi Army had returned to their bases, but Adam knew they would be there before dawn the next day and that Adam will not be able to save his family, his wife Katy and his three-year-old daughter Taylor. As Adam walked over to his wife, he could barely see, his eyes were more than moist. Adam sat next to Katy who was holding the baby tight in her arms, they did not speak a word for their throats were lumped with tears and their eyes blurred with tears.

Taylor, their child had fallen asleep in her mother's arms, she had told her daddy, "Dada, can we visit the zoo tomorrow? I want to see the animals." With veiled glance and broken sentences, her daddy smiled and said, "Of course Taylor, now go to sleep it is pretty late." Adam knew he and his family would never see the next dusk and the reason they are being Jews. The Jews is one such religious clan that has always suffered the most in history.

The Holocaust was the state-sponsored persecution and murder of around 6 million European Jews by the Nazi German regime and its allies and collaborators. The era of Holocaust began in January 1933 when Adolf Hitler and the Nazi Party came to power in Germany. The Holocaust is often also referred to as the "the Shoah", the Hebrew word for "catastrophe". When the Nazi Party came to power in Germany, it did not immediately start to carry out mass murder. However, they began to target the Jews and exclude them from the German Society. Among other anti-Semitic measures, the Nazi regime enacted discriminatory laws and organized violence targeting the Jews of Germany. One of the most horrific terms in history was used by Nazi Germany to designate human beings whose lives were unimportant, or those who should be killed outright: Lebensunwertes Leben, or "life unworthy of life".

The Nazis targeted Jews because they were radically anti-Semitic. This means that they were prejudiced against and hated the Jews. In fact, anti-Semitism was a basic tenet of their ideology and at the foundation of their world view. The Holocaust ended in May, 1945 when the Allied Powers defeated Nazi Germany in World War II. In the aftermath of the Holocaust, those Jews who survived were often confronted with the traumatic reality of having lost their entire families and communities. The world has struggled to come to terms with the horrors of the genocide, to remember the victims and to hold perpetrators responsible.

By Aashita Semwal
B.A.LL.B. (Hons.) - III

WAYFARING ON UNEXPLORED ROADS

As I went into the deep forest, my memories kept getting refreshed every now and then, and I could hardly believe that it was me wayfaring around the mountains and trees, living my best life. Taking to clear note, I'm talking about my experience of travelling and exploring the middle of unknown valleys where there was no one except for me, the chirping and cooing of birds and the sound of the waterfall. 'Uttarkashi' - I remember as a child when I used to go with my mom to all of the new and unexplored mountains and talk for hours about how God is so creative in every detail of nature, how birds are truly unique and different from each other, how every tree has its own story and they get old while looking at the moon and the stars that have lasted for thousands of years before me, and will continue to do so.

Talking more about my journey, not only was it a process of self-discovery but an opportunity to grow as an individual. I gained a new view on people, places and even our memories, all of which get older with time. Now there is no "1 rupee ka Chand Sitara" which is now very rare to find but it's now replaced by kinder joy, old things get replaced by new, people change, world changes around you. What doesn't change are the memories we cherish even when we are in our 70s, talking about things like how your sibling used to ring the bells and run as fast as possible to avoid punishment. 'Uttarkashi' is one of the greatest travel experiences of all time for me. Moving into the valleys and roads of unexplored villages and moons and stars of the craziest night was definitely a sweet walk down the memory lane.

By Samridhi Mendiratta

2nd Year BA (Hons)



IT'S NOT ME BUT THE WORLD AT FAULT

It is not me,
but the world at fault
My connection with this world goes
down and deep.
Thoughts like rainwater, inside the
earth's core seep.
It's me with whom you play, we
laugh, cry, and eat but yet, you dare
to crush me under your feet? You
hinder my courage, every day my
soul is broken.
But I think to you it seems it is for
me an appreciated token.
If I perish, your world will come to a halt.
For it is not me but the world at fault.
Come to me, I will embrace you
because it is not
everyone that I love
It's very few.
With a new day,
I turn onto a page
which is fresh and new
But my joys evaporate like drops of dew
Cause, you seem to run on my wounds like salt
For it is not me but the world at fault.
"You are a girl. Be to the point and
precise. Watch out for what you
wear and remember of what size!"
"Oh! You are a woman, be polite and kind!"
But remember it is not my clothes
that need to be changed
it is you who needs a change of mind.
And look yet again,
it is not me but the world at fault.
For you, I might be a beauty with no brain,

I may seem to you like a broken vault
But hello mister!
It's you and your world at fault.
I carry a whole damn world in my womb.
You look at me and build a joyous tomb.
For, when I fail to bring someone as wild as you,
I bring a victim of assault.
And you prove for the umpteenth
time that it is not me but the world at fault.
The day I disappear, I know for
you it will be a day of joy and
cheer but you will crave for me.
You will give a call
But I won't be coming! No, not at all.
Then you will realize
It was, it is and it will be
you and your godforsaken world at fault.

By Divya Beri
BA (Hons.) - II



JUST ONE SMILE

Isn't it baffling, what a smile can hide?
The perfection which I once saw in you,
is now taking over me
That smile that dazzle like a silver ray
of moonlight is now stealing my indolence,
I can feel the impudence in me,
leaving behind my affluent beauty within me
Cuteness was all, I thought was left behind me until that one smile
created Euphoria around me
On the days when I hated myself,
on the days when I wanted to vanish,
the felicity made a door inside my heart,
when I tried to open that portal,
I saw that spot waiting for me
which I left taking egotism with me
When I invaded that spot,
memories recollected around me like a Utopia
Never I knew that one alluring smile can
conceal uncharitable sensation inside me
Just one smile.

By Shambhavi Antiwan
BA (Hons.) - II



अक्टूबर और दिल्ली

अक्टूबर का महीना, मेट्रो और दिल्ली। जब भी दिल्ली का स्मरण होता है तो लगता है जैसे आस-पास ही हार श्रृंगार के फूल रात भर पेड़ों पर खिलकर अब धरती पर बिखर गए हों। अपने किसी निजी काम से एक बार दिल्ली जाना हुआ। कश्मीरी गेट मेट्रो स्टेशन पर मेट्रो के लिए टोकन लिया और अपनी मंजिल की ओर बढ़ गयी। आज्ञादी सभी के लिए अलग सी महसूस होती होगी और मेरे लिए वह एक शब्द, एक शहर था - “दिल्ली”। दिन भर काम में मग्न रहने के बाद याद आया कि उसी दिन की वापसी भी है। फिर से मेट्रो स्टेशन पर टोकन लिया और इस बार आखरी स्टेशन कश्मीरी गेट था। जैसे ही सीढ़ियों से नीचे उतारकर एग्जिट गेट पर टोकन डालने को हाथ बढ़ाया, एक ख्याल ने मुझे रोक लिया। जब कई साल पहले दिल्ली छोड़ा था तो वह मेट्रो कार्ड जो रोज मेट्रो यात्रा करने वाले के पास होता है उसे फेंका नहीं, बहुत सहेज कर अपने बटुए में रख लिया। तब मालूम हुआ था कि एक कार्ड की अवधि दस साल तक ही होती है और यह सोच कर कि दस साल से पहले तो मैं वापस आ ही जाऊंगी, मैंने वह कार्ड कभी फेंका नहीं। कभी हिम्मत नहीं हुई। मानो उसे फेंक देना मेरे एक बड़े सपने को खत्म करने जैसा था, और अगर हम सपनों का ढेर नहीं तो क्या है? मैंने तो फिर से बटुए में से वो कार्ड निकाल कर उसे रिचार्ज करवाया। रिचार्ज कर रही अजनबी ने पहले मुझे देखा और फिर उस कार्ड को और फिर कहने लगी, “कार्ड तो बहुत पुराना है आपका!” मैंने भी उसकी ओर देखा और मुस्करा दिया। उसे पैसे देकर मैं अपना सामान लेकर वापस बढ़ने लगी, तभी एक बार फिर उस टोकन पर नज़र पड़ी। एग्जिट गेट पर जाकर टोकन को मशीन में डाला और गेट को खोल कर वापस बंद होने तक इंतज़ार किया। फिर एक लम्बी सांस भरी और सीढ़ियों से ऊपर स्टेशन की ओर बढ़ गई। ऊपर पहुँचते ही बहुत सारे ख्याल आए कि ‘यहाँ रुक तो गई हूँ पर मैं यहाँ कहेगी क्या?’ घरवालों की नाराज़गी के बारे में भी सोचा। फिर विचार आया कि एक दोस्त है उसी पुराने पी. जी. में वही चलती हूँ और आगे का वही देखा जाएगा। हौसले से भरी एक लम्बी सांस भरकर मैंने जैसे ही कदम बढ़ाया एक लड़की ने मेरी तरफ पलट कर देखा। क्या अजीब इत्तेफाक था या नसीब का कोई खेल! प्रिया मेरे सामने थी... हौले से भरी मेरी सांस वही रुक गई और मैं बस उसके गले लग कर फूट-फूट कर रोने लगी। न जाने कितनी मेट्रो आई और गई, इसी दौरान और सपना भी यहीं टूट गया। आँख खुली तो पाया कि आज फिर से कालेज के लिए देर हो गई है। सारी क्लास मिस हो गई एक “दिल्ली” में।

हिमानी शर्मा

एम. ए. (ऑनर्स), II



दृष्टिकोण

“बदल जाए दृष्टि कोण यदि, तो इंसान बदल सकता है। दृष्टिकोण के परिवर्तन से, अरे ! सारा जहान बदल सकता है”। दो पास-पास खड़ी गाड़ियां एक ही समय पर चलती हैं। आरम्भ में एक छोटे से मोड़ पर दिशाओं में थोड़ा सा अंतर बनता है। धीरे-धीरे यह अंतर इतना बढ़ जाता है कि एक कलकत्ता से चलकर दिल्ली पहुँचती है और दूसरी मुंबई। हम इंसानों के जीवन में भी यही तथ्य काम करता है। इंसानों के दृष्टि कोण में थोड़ा-थोड़ा अंतर व्यक्ति के जीवन की परिस्थितियों में भारी भिन्नता पैदा कर देता है। दृष्टिकोण का शाब्दिक अर्थ यह है कि किसी विषय या वस्तु को अलग-अलग रूप से देखने का तरीका। व्यक्ति का जैसा दृष्टिकोण होता है, जैसा वह दूसरों के लिए सोचता है, उसीके अनुसार उसके विचार बनते हैं और इनके फलस्वरूप वैसा ही वातावरण और परिस्थितियां भी बन जाती है। किसी गाँव में एक बुढ़िया रहती थी। वह हमेशा रोती और दुखी रहती थी। उसकी दो बेटियां थी। बड़ी बेटी का पति छाता बेचने का व्यापार करता था। छोटी बेटी के पति के पास पापड़ बेचने का व्यापार था। जब बहुत धूप होती थी तो बुढ़िया अपनी बड़ी बेटी को याद करते हुए रोती और कहती - “हे भगवान ! इतनी अधिक धूप में कोई छाता नहीं खरीदेगा तो व्यापार में घाटा हो जायेगा”। जब बहुत बारिश होती तो बुढ़िया छोटी बेटी को याद कर कहती - “हे भगवान ! इतनी बारिश में तो पापड़ नहीं सूखेगा, तब बेचने के लिए कुछ नहीं होगा”। एक

दिन बुढ़िया एक साधू से मिली। साधू ने उसकी परेशानी सुनी और मुस्कुरा कर कहा -

“चिंता न करो, इसका समाधान मेरे पास है। बस तुम्हें अपना दृष्टिकोण बदलना है। जब धूप हो तो अपनी बड़ी बेटी के बारे में मत सोचना। बल्कि यह सोचना

की धूप में पापड़ अच्छी तरह सूखेंगे और छोटी बिटिया का व्यापार बढ़ेगा।

ठीक उसी तरह जब बारिश हो तो बड़ी बिटिया के बारे में सोचना कि

आज बहुत छाते बिकेंगे”। बुढ़िया ने साधू की बात मानली और वह

फिर से खुश रहने लगी। एक सिक्रे के हमेशा दो पहलू होते हैं। ये

हमारे ऊपर निर्भर करता है कि हम किस पहलू को महत्त्व देते हैं।

वास्तव में उस बुढ़िया के जीवन में कुछ भी नहीं बदला था।

अभी भी बारिश है, अभी भी धूप है। बदला है तो सिर्फ उसका

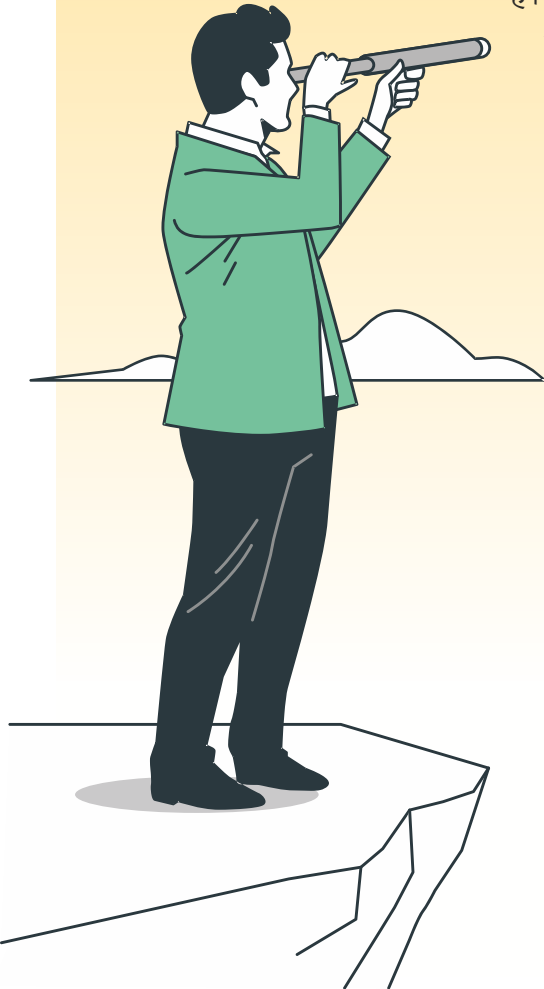
दृष्टिकोण और जीवन में सही दृष्टिकोण का होना ही वास्तविक

सुख की कुंजी है। तभी तो कहा गया है - “कशती ने बदला रुख

तो, किनारे बदल गए, नज़रें तेरी बदली तो नज़ारे बदल गए”।

सुनील कुमार

बी . ए. (ऑनर्स), II





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