

## 75<sup>TH</sup> INDEPENDENCE DAY CELEBRATIONS AT IUU

On the 75th Independence Day, the IMS Unison University family commemorated the sacrifices made by freedom fighters and our national heroes.

The gathering was addressed by Hon'ble Vice Chancellor Prof. Gautam Sinha who spoke on the significance of the day for every Indian and the value that freedom holds for each one

us. Appreciation certificates were awarded to the 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!!



## IMS UNISON UNIVERSITY SIGNS MOU WITH THE UNIVERSITY OF SOUTH ALABAMA, USA

IMS Unison University (IUU) has signed a Memorandum of Understanding (MoU) with the University of South Alabama, United States of America.

The specific objectives of the collaboration will 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 programme 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 respective academic programs to provide better learning opportunities for their students and faculty.

## SOMC ORGANIZES #MEDIATALKS WITH MR. SAYEED ANSARI OF AAJ TAK

An interactive and inspiring session #MEDIATALKS, was organized in the School of Mass Communication on the topic 'TV Anchoring: Skills, Career and Scope' on August 17. The resource person was renowned Executive Editor and Eminent Anchor of Aaj Tak, Mr. Sayeed Ansari. Mr. Ansari has been awarded the 'Best Anchor Award-Hindi' by ENBA in 2020.

The much-awaited session commenced with a welcome address by Dr. Sushil Kumar Rai, Associate Dean, School of Mass Communication.



students to focus on practical learning and on 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 reiterated that students should have the courage and determination to succeed in the media industry.

Mr. Ansari commended the department for organizing such interactions for PROVIDING students with industry exposure.



Thanking the School for inviting him, Mr. Sayeed Ansari proceeded to speak about the importance of honing practical skills in TV Anchoring. He said that New Media has opened many job opportunities for budding media enthusiasts and reporters, giving scope for wider professional growth. He also urged



## COMMENCEMENT OF THREE-DAY ORIENTATION PROGRAMME AT THE SCHOOL OF MASS COMMUNICATION



The three-day Orientation Programme 2021 commenced at School of Mass Communication for the new batches of BAJMC and MAJMC on September 1. The programme was marked by various interactive sessions.

Sessions were conducted on Career Prospects in TV Media, Print Media, Online Learning and Creativity Tools, movie screening and review writing and Photography Competition among others.

The highlight of the Orientation Programme were sessions by Mr. Himanshu Shekhar, Editor, Govt. Affairs, NDTV, Mr. Shishir Sinha, Senior Deputy Editor, The Hindu Business Line and Ms. Geetika Uniyal, RJ Rainbow AIR.

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.

Mr. Sinha said that media graduates should be multitaskers as organizations are increasingly searching for skilled professionals in all areas. He encouraged the students to clear their doubts while keeping the session interactive. He wished them good luck in all their future

endeavors and commended the department for organizing such interactions.

Ms. Uniyal discussed the current trends and employment opportunities in the Radio industry.

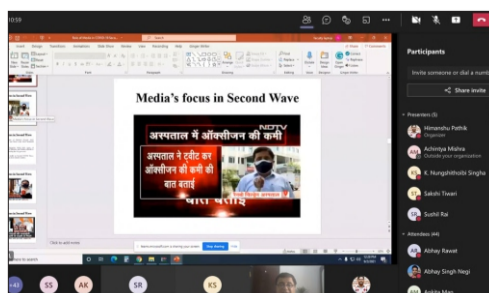
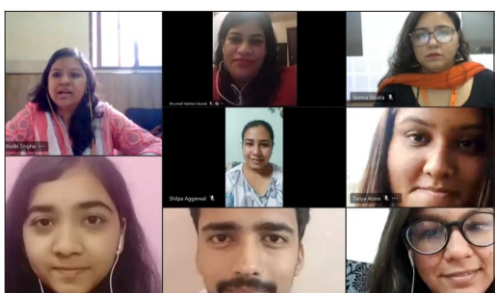
The event concluded with a final interaction with Mr. Ashish Maggo, Digital News Specialist on the topic 'Sports Journalism in the Digital Sphere.' He spoke about the renewed interest in sports after the Olympics and the rise of sports bloggers and sports podcasters.



## INTERNATIONAL HOUSEKEEPERS' WEEK CELEBRATION AT SCHOOL OF HOSPITALITY MANAGEMENT

To appreciate the work of the Housekeeping Staff, the School of Hospitality Management at IMS Unison University celebrated International Housekeeper's Week beginning September 13.

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 a 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.



## Bollywood And The Web Of Drugs

While the entire world including India struggles to overcome the harsh consequences of COVID-19, the country's biggest film industry Bollywood has been trapped in the web of drugs. Beginning with the late Sushant Singh Rajput's girlfriend, Rhea Chakraborty, to superstar Shah Rukh Khan's son Aryan Khan, it seems that cases of drug abuse will not leave the film industry. However, drug addiction is nothing uncommon among Bollywood celebrities including the previous generation actors like Sanjay Dutt and Arman Kohli, who were formerly arrested for being involved in illegal consumption of drugs. The recent sensational coverage of media channels and newspapers about Bollywood's drug nexus has only added fuel to the existing infamy.

During the coverage of Sushant Singh Rajput's suicide case, 33 persons including Sushant's girlfriend Rhea Chakraborty, her brother, housekeeping managers, and drug peddlers were caught by police in relation to the intake, purchase, and sale of drugs. Several famous names of Bollywood including actress Deepika Padukone and producer Karan Johar were questioned by the Narcotics Control Bureau (NCB) regarding the consumption and purchase of narcotic drugs. At the time, the investigation for the actor's death was going on, the Screenwriter's Association, The Producers' Guild Of India, and Production Companies of Bollywood superstars like Amir Khan and Shah Rukh Khan filed a lawsuit in Delhi High Court against two news channels, Republic TV and Times Now for portraying the film industry as a den of criminal activities and drug addiction. Recently, the arrest of SRK's son Aryan Khan in the Mumbai Cruise Drug Case also received a lot of media spotlight and sensational coverage. Several other Bollywood celebrities and fans came in support of King Khan because there was no direct evidence proving Aryan Khan's involvement in the contraband seized from the ship. The advocates on Aryan's side made it a point that even if there was any consumption by the accused, it happened in a negligible amount to get Aryan Khan bail after 25 days of his arrest. The irrelevance of former Whatschapp Chats as concrete evidence also helped in the star kid's bail.

Although newspapers and media channels create sensational news on Bollywood celebrities' drug cases to gain TRP, the consumption and abuse of drugs by youngsters has been a serious social disease of this country. Consuming drugs for becoming cool and fashionable has caused an unrepairable to the society, resulting in assault, suicide, death due to overdose, murder and whatnot. Be it superstars, smugglers, or common countrymen, cases of drug abuse must be handled seriously by the judiciary system to prevent more young lives from being spoilt in the trap of intoxication.

## 'We are taking our power'

Rubina Singh

MAJMC III

'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?

# Unison Times

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## कुछ सपनों के टूटने से जीवन नहीं मरता है

सृष्टि मैठाणी

बीए (जे एंड एमसी) ५

विषय की गंभीरता में जाने से पूर्व मैं आप सभी के साथ छोटा सा वाक्या आपके साथ बांटना चाहती हूँ। आप में से ज्यादातर ने पुरानी बॉलीवुड फिल्मों अवश्य देखी होंगी। उन सभी में ये बात समान होती थी कि किस प्रकार फिल्म का नायक गिरता है, पड़ता है, कोड़े खाता है, अधमरा हो जाता है लेकिन अंत के कुछ क्षणों में वो यूँ चाबुक पकड़ लेता है और देखते ही देखते वो जीत भी जाता है। ऐसा ही होता है न? और ये बात कहीं न कहीं हमें पता भी होती है। जैसे हजारों बार गिरने के बाद चींटी पहाड़ चढ़ ही जाती है, जैसे तूफान के बाद भी चिड़िया अपना घोंसला सवार हो लेती है, जैसे कुछ हड्डियां टूटने के बाद भी हमारा नायक जीत ही जाता है, वैसे ही दोस्तो, कुछ सपनों के टूट जाने से जीवन नहीं मरा करता है।

आप इसे असफलता, नाकामयाबी, फेलियर किसी का भी नाम दे दीजिए। मुझे तो इससे थ्री इंडियस फिल्म में राजू का संवाद ही रह रह कर याद आता है जिसमें वो कहता है,

“सर डर, मैं बचपन से पढ़ाई में अच्छा था, तो घरवालों ने कहा ये हमारी गरीबी मिटाएगा, मैं डरने लगा।

फिर यहां आकर देखा, तो पाया कि यहां रस लगी हुई है, जो फर्स्ट नहीं आता उसे कोई पूछता नहीं। मैं और डरने लगा।”

तो आप समझ रहे हैं, आप एक ऐसे शब्द से डरते हैं जिसका वास्तव में कोई अस्तित्व ही नहीं है। आप मुझे बताइए कि आपको कैसे पता है कि जीवन के इस मोड़ पर, इस आयाम पर, इस परीक्षा में अगर आप सफल नहीं हुए, आपने जीवन में कुछ नहीं पाया तो आप असफल व्यक्ति हैं? आप में से हर कोई बचपन में कुछ न कुछ बनाना चाहता होगा। कोई डॉक्टर, कोई इंजीनियर, मैं तो बचपन में पॉवर रेंजर बनना चाहती थी, दुनिया को बुरी ताकतों से, एलियन से बचाना चाहती थी। इसमें हंसने वाली कोई बात नहीं, मैं बस ये सिद्ध करना चाहती हूँ कि अगर हमारे मन के सोचे अनुसार नहीं हो रहा तो इसका मतलब असफलता नहीं है। इसलिए कहते हैं कि “मन की हो तो अच्छा और न हो तो और भी अच्छा, क्योंकि वो भगवान की मर्जी होती है। इसलिए जबतक आप हार रहे हैं, उसे अपनी असफलता नहीं, तैयारी कहिए।

इसलिए अगर अगली बार आप स्वयं को असफल महसूस करते हैं तो एक बार खुद से पूछिए, कितनी बार..?

दस बार.. बीस बार...सौ बार...!

मैं दावा करती हूँ कि इतनी बार तो हम प्रयास भी नहीं करते।

संस्कृत में एक श्लोक की पंक्ति है, “शनैःपंथाः शनैःकन्याः शनैः पर्वतलंघनम्।

अगर आज मांझी इतने विश्व विख्यात हैं तो क्या अपने सफल परिणाम के कारण? नहीं, बल्कि उन हजारों असफल प्रयासों के कारण जो उन्होंने पहाड़ को तोड़ने की मंशा से किए होंगे, जो उस वक्त टूटा भी नहीं होगा, लेकिन उन्हीं दरारों के कारण २२ साल बाद विशाल पहाड़ को सड़क के लिए रास्ता देना पड़ा। इसलिए मैं तो कहती हूँ कि आप

जल्दी असफल हो ताकि आप अपनी सफलता के और नजदीक पहुंच जाएं। और

कृपया करके इस उद्धरण को मेरा नाम मत दीजिए। इसीलिए सतत प्रयास करते

रहें, यूँ नहीं जैसे गंगा मां कवि को कहती है कि तू भी भावतीरेक की ब्याजस्तुति में

को जाएगा, अंत में मिनरल वाटर पीके तू भी सो जाएगा। इसलिए ऐसा न होने दें।

अंत में आप सभी के जल्दी सफल होने की कामना करती हूँ। क्योंकि इतना तो

सिद्ध है आप सफल जरूर होंगे। बस जल्दी हो, इसके लिए सतत प्रयास करना न

छोड़े।



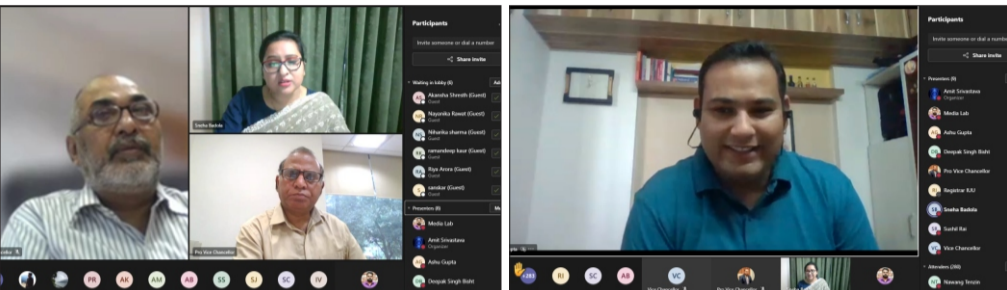
## ORIENTATION PROGRAMME 2021

IMS Unison University organized the first day of Student Orientation Program-2021 on September 1, 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, Honourable 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

instil 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.



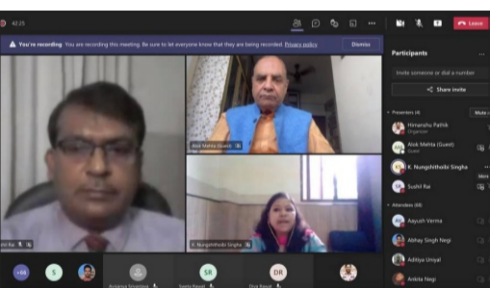
## SEMINAR AND PAPER PRESENTATION ORGANISED BY SCHOOL OF MASS COMMUNICATION

In an informative session for the faculty members of the School of Mass Communication, a Faculty Seminar and Paper Presentation on the topic 'Changing Pattern of Media Ownership, Differential Coverage and Effects on Social Psychology (An Analysis of News Coverage of General Elections)' was conducted on August 28. The resource person was Dr. Vikash Singh, Assistant Professor,

SOMC. 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 future prospects of Media Ownership and the need for research in the area. The seminar concluded with an informative Q&A session.



## #MEDIATALKS with the Padma Shri awardee Mr. Alok Mehta at SOMC



An interactive and enriching session #MEDIATALKS, was organized in the School of Mass Communication (SOMC) on the topic 'Role of Journalism in Democratic Society'. The resource person was the renowned Padma Shri awardee Mr. Alok Mehta, currently the Editorial Director of iTV Network (India

News & Aaj Samaj Hindi daily). An Editor, Writer, T.V. Broadcaster, Political Commentator par excellence, Mr. Mehta was 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, Nai Duniya.

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 enlightened the attendees on how modern technology is rapidly changing realms of life. However, he felt that many aspects of

## Research Awards Ceremony 2021



A felicitation ceremony was organized on the eve of Teachers' Day 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 Certificates and incentives as per IUU Research Award Policy. Also, the faculty and staff members who have been associated with IUU (erstwhile Institute of Management Studies) for a decade or more were also recognized for their contribution.

The Vice-Chancellor, Prof. Gautam Sinha, and Pro Vice-Chancellor, Prof. Ravikesh Srivastava awarded the Appreciation Certificates to the deserving faculty and staff members. The felicitation ceremony was attended by the Deans of School, faculty members, and staff..



## FACULTY RESEARCH SEMINAR AT SCHOOL OF HOSPITALITY MANAGEMENT

A monthly faculty research seminar presentation was conducted at the School of Hospitality Management on August 31. The webinar dealt with implications of 'Tourist's behaviour towards local food: A study in Uttarakhand'. Mr. Abhay Chamoli, Assistant Professor with the School of Hospitality Management was the resource person for the seminar.

The objectives of study were to find special features of local food of Uttarakhand along with analysing the association of demographic factors and popularity of local cuisines among tourists. The study contributes towards understanding the level of acceptance of local cuisines on tourists' arrival.



## GUEST LECTURE ON WHISKOLOGY AT SOHM BY PROF. GAUTAM SINHA

The School of Hospitality Management organized a Guest Lecture titled "Whiskology- An art and Science of Water of life." Prof. Gautam Sinha, Vice-Chancellor, IMS Unison University was the resource person for the session. 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.

whiskeys and how different geographies of Scotland produce distinctive Scotches in



terms of taste and aroma. Prof. Sinha gave a brief on the blending of whiskies. 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.

## NATIONAL INDUSTRIAL TOUR TO PATANJALI FOOD AND HERBAL PARK

The undergraduate students of the School of Management went on an industrial tour to Patanjali Food and Herbal Park, Village Padartha Lakshar Road, Haridwar on September 20. The students were exposed to various functional units and operational processes of an FMCG manufacturing establishment.



## INDUSTRIAL VISIT AT INDIA GLYCOLS LIMITED

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

## WORLD TOURISM DAY CELEBRATION AT SCHOOL OF HOSPITALITY MANAGEMENT

A presentation on World Tourism Day 2021 was made by Mr. Sumit Pratap, Assistant Professor, SOHM, highlighting the importance of tourism in our lives as well as the global economy on September 27. The session presented the historical perspective of UNWTO and how the celebration of this day started in 1980 with dedication of different tourism themes for each year. To bring the fervour and spontaneity of tourism back into the game, the theme for World Tourism Day

2021 has been designated to celebrate tourism for inclusive growth. This is appropriate at a time when the global tourism industry is trying to make a comeback and register growth. A Quiz competition was also organized 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 Prof. Vinay Rana, Dean SOHM.



## CULTURAL PROGRAMME ORGANIZED BY SCHOOL OF MASS COMMUNICATION

The students of the School of Mass Communication came together for some song, dance and stand-up comedy as part of a Cultural Programme organized by the Cultural Club of SOMC on September 17. The event commenced with a welcome address by Dr. Sushil Rai, Associate Dean, SOMC, which was followed by a speech by Prof. Ravikesh Srivastava, Pro Vice-Chancellor, IUU. The cultural programme began with an enthralling Bharatanatyam performance by Ashti Azad of BAJMC I. Following the traditional dance, Arvind Bisht of BAJMC I presented a soliloquy. Anuva Sharma of BAJMC I swung

to the tunes of a hit Bollywood track. Anushka and Aashna of BAJMC III performed a dance duet which was followed by a Nepali dance performance by Shweta Thapa of BAJMCI. Rohit Panwar of MAJMC I tickled the funny bone of the audience in a highly appreciated stand-up act while Arjun Parashar of BAJMC V took to stage along with Upendra Thapliyal of BAJMC V for a singing and guitar duet. Vanshika Chauhan of BAJMC V kept the audience thoroughly entertained with her tongue-in-cheek anchoring style.



## FACULTY RESEARCH SEMINAR AT SOHM

The School of Hospitality Management organised a monthly faculty seminar on September 30. Mr. Shashi Kant, Assistant Professor, SOHM made a presentation on the topic 'Case Writing.' He illustrated different types of subjects, types of case study, how to write a case study in teaching and points to

keep in mind while researching a case study. The case method is a participatory, discussion-based way of learning where a researcher gains skills in critical thinking, communication, and group dynamics. The seminar was attended by all faculty members from the school.

## ONLINE ESSAY WRITING CONTEST AT SOMC

An Online Essay Writing Contest was organized by the School of Mass Communication on the topic Role of Mass 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. The competition witnessed more than 100 student participants from reputed institutions such as the Indian Institute of Mass Communication, Himachal Pradesh

University, Central University of Rajasthan, Gauhati University, Indira Gandhi National Open University, Maharaja Agrasen College, University of Delhi, DAV PG College, Doon Business School, Gauhati University, Khalsa College Jalandhar and several schools of India. The winners were:

**First Position (Senior Category): Nareen Farooq**

**First Position (Junior Category): Shruti Bisht**

## PLASTIC FREE DRIVE AT IUU

The IMS Unison University organized a sanitization drive and social outreach activity on the theme 'Plastic Free Drive' on September 22.

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, reuse plastic creations, and displayed them to convey the message. A fund-raising drive was organized

by promoting reuse plastic creations designed and created by students of MBA, IMBA, and BBA.



## RENDEZVOUS 'MEET & GREET' CHAPTER 11

Rendezvous 'Meet & Greet' Chapter 11, a talk show with Prof. Gautam Sinha, Vice Chancellor-IMS Unison University as the resource person, was organized at SOHM on September 16.

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.



## SCHOOL OF MASS COMMUNICATION ORGANIZES DECLAMATION COMPETITION

A Declamation Competition was organized by the Literary Club of the School of Mass Communication on September 24. Students participated in large numbers in the Competition and spoke on pertinent topics like mental health, self-worth, triumphing 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. The competitors were judged by Mr. Devam Thapa, Assistant Professor, SOMC.



## FACULTY SEMINAR AT SCHOOL OF MASS COMMUNICATION

A faculty seminar was organised by the School of Mass Communication on September 29. In an informative session for the faculty members, Mr. Devam Thapa, Assistant Professor, SOMC presented a theoretical paper 'From Civic Engagement to Rumour Mongering: Two Tales of Social Media in India.'

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 two life changing events in 2011 and 2012, namely Jan Lokpal Movement and Nirbhaya Case. His research contests that technological devices and applications continue to imbue social engagements but have also become an instrument of rumour-mongering which has led to societal frictions. The seminar was attended by all the faculty members of SOMC.

