



IITM School of Mass Communication Joins Hands with NSS Cell and MANOBAL NGO for Human Trafficking Awareness Drive at Connaught Place

• IITM Unmesh Bureau

In a collaborative effort, students from the IITM School of Mass Communication, partnered with the National Service Scheme (NSS) Cell and MANOBAL NGO, organized a dedicated awareness drive at Connaught Place on December 2, 2023. The event aimed to shine a spotlight on moral and ethical values, with a particular focus on combating the menace of human trafficking. The initiative, driven by the collective commitment of IITM's budding communication professionals, NSS volunteers, and the social advocacy expertise of MANOBAL NGO, unfolded at the heart of Connaught Place, drawing attention to the critical issue of human trafficking that persists globally.

Students engaged actively in disseminating information, leveraging their communication skills to educate the public on the importance of upholding moral and ethical values while addressing the pressing issue of human trafficking. The awareness drive encompassed various interactive activities, discussions, and informational



sessions designed to foster a deeper understanding of the ethical challenges associated with human trafficking.

The collaboration between IITM

School of Mass Communication, NSS Cell, and MANOBAL NGO underscored the significance of academic institutions partnering with civic organizations to address

societal issues. This initiative not only showcased the commitment of the students to social causes but also highlighted the power of collaborative efforts in driving

meaningful change.

Prof. (Dr.) Rachita Rana, Director of IITM, expressed pride in the students' proactive involvement, stating, "The awareness drive is a testament to our journalism students' dedication to using their communication skills for social good. By addressing the grave issue of human trafficking, they are not only contributing to public awareness but also aligning with the ethos of responsible journalism."

The event concluded with a renewed sense of awareness among the public, emphasizing the role each individual can play in combating human trafficking through ethical and moral choices. As IITM School of Mass Communication continues to foster socially responsible initiatives, this collaboration serves as a noteworthy example of academia and NGOs coming together for a noble cause. Dr. Nivedita Sharma, HoD, IITM School of Mass Communication, Bal Krishna Mishra (Assistant Prof.) and Sachin Kumar (Assistant Prof.) congratulated students for their efforts.



IITM Hosted Team Building and Exposure Trip to 'Lohagarh Farms'

• IITM Unmesh Bureau

In a bid to foster camaraderie and provide a refreshing break for its dedicated faculty and staff, the Institute of Information Technology and Management organized a team-building and exposure trip to the picturesque Lohagarh Farmhouse on December 30th, 2023. The event, marked by enthusiasm and excitement, witnessed the active participation of faculty and staff members from various departments. The farmhouse retreat not only served as a recreational getaway but also aimed to enhance teamwork and collaboration within the institute's academic community.

The day kicked off with a series of engaging team-building activities designed to promote communication, trust, and problem-solving skills. From ice-breaker games to collaborative challenges,



A Memorable Day of Bonding and Learning for Faculty and Staff Members

participants were encouraged to work together in a relaxed and enjoyable environment. Set against the backdrop of Lohagarh's scenic beauty, the event provided a welcome respite from the daily routine. Faculty and staff members

had the opportunity to connect with nature, rejuvenate their spirits, and build lasting memories. The retreat also facilitated networking among the institute's academic professionals. Informal interactions and discussions during the trip

contributed to the strengthening of professional relationships, fostering a sense of unity and collaboration among the faculty and staff.

The day concluded with a closing ceremony, where the organizing committee extended heartfelt

thanks to everyone who contributed to the success of the event. Participants were encouraged to carry the spirit of camaraderie and the lessons learned during the retreat into their professional lives.

IITM Students Participated in Second Sustainable Textiles Summit



• IITM Unmesh Bureau

MBA students from the Institute of Information Technology and Management (IITM) actively participated in the Second Sustainable Textiles Summit held at the PHD Chamber in New Delhi on December 20, 2023. The summit, themed "Navigating trends and challenges in Sustainable Textiles in India," brought together industry leaders, experts, and innovators to explore and promote sustainable practices within the textile sector.

The summit primarily focused on key themes such as recycling, up-cycling, and circular practices, aiming to address the pressing environmental concerns associated with textile production. Representatives from various sectors of the textile industry

engaged in insightful discussions on how sustainable practices could be integrated into their operations. IITM's MBA students, immersed in the convergence of business management and sustainability, seized the opportunity to gain valuable insights during the event. The summit provided a platform for them to connect with industry leaders and experts, allowing for a firsthand understanding of the challenges and trends shaping the sustainable textiles landscape in India.

The event facilitated a dynamic exchange of ideas and solutions, fostering an environment conducive to learning and collaboration. The students left the summit equipped with practical knowledge that goes beyond theoretical frameworks, providing them with a nuanced understanding

of the intricate relationship between business management and sustainability.

IITM's participation in this summit exemplifies the institution's dedication to preparing its students for the challenges and opportunities posed by the evolving landscape of sustainable business practices.

As the textile industry continues to grapple with environmental concerns, events like the Second Sustainable Textiles Summit play a crucial role in fostering dialogue, collaboration, and the dissemination of knowledge among future business leaders, ensuring that the next generation is well-equipped to navigate the complexities of sustainable business practices across diverse industries.

Workshop on Prevention of Sexual Harassment Act Organized by ICC at IITM, Janakpuri

• IITM Unmesh Bureau

In a proactive step towards fostering a safe and inclusive environment, the Internal Complaint Committee (ICC) of IITM, Janakpuri, organized a workshop on the Prevention of Sexual Harassment (POSH) Act on 9th November, 2023. The workshop aimed to create awareness about the POSH Act, delve into its provisions, and provide guidance on implementing effective prevention and redressal mechanisms.

The session was led by Ms. Parul Sharma, an Assistant Professor and ICC member at IITM College, bringing her expertise to the forefront in addressing the critical aspects of the POSH Act. Ms. Sharma's role as a seasoned

academic and ICC member added depth and practical insights to the workshop.

The workshop commenced with an introduction to the key provisions of the POSH Act, emphasizing the importance of creating a secure and respectful environment within educational institutions. Participants gained a comprehensive understanding of the legal framework surrounding sexual harassment and the responsibilities placed on institutions to prevent and address such issues.

Ms. Sharma, in her role as the session's speaker, shared practical strategies for implementing preventative measures and creating a culture of awareness and sensitivity. The interactive nature

of the workshop allowed participants to engage in discussions, seek clarification, and share their perspectives on the challenges and solutions related to preventing sexual harassment.

Dr. Rachita Rana, director of IITM, Janakpuri, commended the initiative taken by the ICC in organizing such a workshop. She emphasized the institution's commitment to providing a safe and respectful environment for all its members.

The workshop concluded with a commitment to continued awareness programs and the implementation of effective measures to prevent and address instances of sexual harassment within the institute.



IITM Signs MOU with iStep to Bring International Master Classes to Students

• IITM Unmesh Bureau

In a significant development, the Commerce Department of IITM has officially entered into a Memorandum of Understanding (MOU) with iStep, a leading EdTech platform specializing in building networking connections among international universities and Indian institutes of higher education.

The collaboration aims to provide enriching learning experiences for students at IITM by partnering with renowned international institutions. As part of this initiative, IITM has teamed up with two distinguished Australian universities, Deakin University and the University of New South Wales (UNSW) in Sydney.

The MOU facilitates the provision of FREE MASTER CLASSES to students, offering them the opportunity to learn from experts and scholars associated with these global institutions. The collaboration not only broadens the educational horizons available to IITM students but also adds value to their academic journey by providing access to Globally Recognized Certifications.

This strategic partnership with iStep is anticipated to enhance the overall academic landscape at IITM and strengthen its global footprint. By connecting students

with international experts, the institution aims to foster a culture of collaborative learning and provide them with a competitive edge in the global job market.

Dr. Vikas Bharara, Head of the Commerce Department at IITM, expressed enthusiasm about the collaboration, stating, "This MOU with iStep opens up exciting possibilities for our students. The Master Classes from Deakin University and UNSW will undoubtedly contribute to their academic and professional growth. We are committed to providing our students with the best possible learning experiences, and this partnership aligns perfectly with that objective."

The signing ceremony, held at the IITM campus, was attended by representatives from both IITM and iStep. The occasion marked the beginning of a promising collaboration that is set to enrich the academic journey of IITM students and reinforce the institution's commitment to global education standards.

As the partnership unfolds, IITM anticipates further opportunities for collaborative initiatives, research, and academic exchanges that will benefit students, faculty, and researchers associated with the institution.

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Editorial

Dr. Nivedita Sharma

Evolving Landscape of the Advertising Sector in India for the Year 2023

In the dynamic realm of the Indian advertising sector, the year 2023 has emerged as a pivotal juncture, marked by transformative shifts and groundbreaking trends. The landscape that was once defined by conventional strategies and traditional mediums is now undergoing a radical metamorphosis, steering the industry toward uncharted territories. One cannot overlook the resounding impact of digitalization on the advertising domain. In 2023, the digital landscape has firmly entrenched itself as the driving force behind the sector's evolution. The omnipresence of smartphones and the surge in internet accessibility have reshaped the way brands communicate with their audience. From social media campaigns to influencer marketing, digital platforms have become the veritable playground for advertisers, offering unprecedented reach and engagement. As we navigate this transformed landscape, the role of data analytics in advertising cannot be overstated. Advertisers are leveraging big data to gain profound insights into consumer behavior, preferences, and trends. This data-driven approach enables advertisers to craft hyper-personalized campaigns, ensuring that their message resonates with the target audience in a highly individualized manner. The era of one-size-fits-all advertising is waning, making room for bespoke, data-informed strategies.

In this era of content saturation, advertisers are realizing the importance of context. Crafting compelling narratives that align with the values and interests of the target audience is becoming paramount. The focus is shifting from bombarding consumers with messages to creating meaningful interactions that transcend the transactional nature of traditional advertising. However, the evolving landscape brings its own set of challenges. Advertisers grapple with the need to stay agile in the face of rapidly changing trends, algorithmic shifts, and consumer expectations. Adapting to the ever-shifting digital ecosystem requires a nimble mindset and an openness to innovation. As we step further into 2023, the advertising sector in India stands at the crossroads of tradition and innovation, navigating the delicate balance between time-tested strategies and cutting-edge approaches. The shifting tides beckon advertisers to embrace change, explore new frontiers, and, above all, to listen intently to the pulse of the evolving consumer landscape. The journey promises both challenges and opportunities, and those who adeptly navigate these waters will undoubtedly shape the future narrative of advertising in India.

Cinema: Reflecting Own Image

• Tapanshu Jindal

Going through another run-of-the-mill romantic drama "ekk deewana tha (2012)" didn't give much to think about in first go. Visiting it repeatedly for its music provided an encounter with a sequence of lesser known song "dost hai". A song-sequence representing a particular pattern of narrative, which is there in the whole film. Sequence is about our male protagonist (Prateik) pursuing female counterpart (Amy) to accept his love for her. It is taking place in various spaces, which does not seem to be inter connected on surface. Even a very clear distinction appears by seeing what Siegfried Kracauer said about different tendencies in film.

In Theory of Film, he argues that cinema has two distinct

tendencies, i.e. realistic tendency and formative tendency. As he explains further, the realistic tendency expands upon the realism of photography through its incorporation of movement and staging. In initial days, films of realistic tendency only featured narratives as it is within a frame and provide movement only in case if object moves. This objective movement differs from his explanation of subjective movement in which camera movements and editing techniques came into play. Subjective movement move the audience through the space. By this application cinema went closer to its recreation of reality. Kracauer also includes the factor of staging, which is to create or built an artificial setting of location but to convey the impression of actuality only. He connects this tendency

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Nurturing Minds: Unveiling the Pivotal Role of Teachers' in Shaping Student Development

• Shashi Sharma

(Former Vice Principal, DAV Senior Secondary School, Jind)

In the intricate tapestry of education, teachers emerge as the master weavers, skillfully crafting the future through the nurturing of young minds. Beyond the transmission of knowledge, their role extends into the realm of shaping students' development. Indian society occupies a place of pride of its own in the world which includes in it's & scope various religions, communities, languages & cultures. It continued to engulf streams of various cultures in it like a vast ocean.

Education reflects the total life of a society. In this society, the backbone is our students. To make them multitalented, fittest, all-rounder there is always a TEACHER behind them who also is in the present scenario a life coach, a motivator, discovery guide, cheerleader, negotiator, reality checker, dream instiller, truth detector,



event planner, scheduler, eye opener & rule enforcer too.

The teacher as a mentor influences the lives of his learners to such a deep level that his role is just like a sun to give light of holistic development of the future generation - the leader who are to become the tucker bearers. He like a gardener devotes his heart & soul to beautify the garden of thoughts of pupils. He like a sailor rows the boat carrying his student's safety to the shore.

Swami Dayanand Ji has rightly stated that the baby starts his/her education in the womb of a mother. This education i.e., the survival for life is further impaled by the ones known as teachers.

Acc to Bogoslovsky "The student is a finite person growing when properly education, under the control of a Guru who is a friend, philosopher & guide. They need such education which is imparting in-depth knowledge, redeem their aspiration and guide their path towards perfection. The right guru/teacher is an institution in himself.

It's rightly said that a real teacher occupies a place of pride & honor us imparting education. The mistake of an engineer is gets sunk in the foundation of a building, the mistake of a doctor is burned in the grave but if a teacher is not able to impart true education then it reflects in the life of entire nation.

with Lumière brothers' cinema in his argument.

So there are locations in the sequence, where our characters live in the narrative space of film. These spaces are giving impression of today's life in an urban setup. Nothing seems to be alien as far as comparison with actual life is concerned. So partially the sequence falling into realistic tendency.

While talking about formative tendency, Kracauer exemplifies Méliès who instead reproducing physical reality, went on to penetrate the realms of fantasy. In further explanation he says that movie directors have at all times rendered dreams or visions with the aid of setting which are anything but realistic.

In sequence, majorly characters are seen around the locations, which are visibly constructed spaces to create a spectacle. The use of bridge with a large backdrop of the moon is the example of that and also signaling towards the obvious elements used to fantasize romance in cinema over the years. These parts are pretty much close the category of formative tendency, where according to Kracauer film maker goes on to fulfill formative aspirations on the expanse of realistic tendency.

This whole setting provides a sense of sequence being partially a dream song sequence. But is the space is decisive enough to reach a conclusion? The behavior of the characters becomes as important as space here. Behavior of the characters in these given spaces not letting these spaces be what they visually seems to be.

On one side, Amy is going to office, shown displeased with Prateik the way she does in real space of film. On the other hand, Prateik elevating to Amy's balcony spreading his arms (very cinematic idea of romance) in slow motion in real space of the film. This contradictory behavior prevails throughout the sequence.

This intermingling of spaces



becomes interesting and ambiguous at the same time, whether it is a dream sequence entirely or dream with the traces of reality. There comes the last part of the sequence, where film maker provides a quick rationality. Our protagonist (Prateik), who is an aspiring filmmaker in narrative of the film shown working on film sets. The large backdrops of moon, monuments are getting changed and replaced. These are the same formative spaces where our characters are shown moving around. So the very physical reality (Kracauer's concept of filming life as it is) of Prateik's professional front becomes an indicator of his personal front in narrative of the film. So all the spaces turn into real ones with relation to narrative.

The sequence somehow becomes portrayal of formative tendencies of cinema through realistic tendency. This seems very close to what Kracauer states about cinematic approach with these tendencies, i.e. everything depends on the right balance between the realistic tendency and the formative tendency; and the two tendencies are well balanced if the later does not try to overwhelm the former but eventually follows its lead.

The whole scenario generates the curiosity about the perspective with which the sequence has been created. There are two earlier counter parts of this sequence in its Tamil (vinnaitaandi varuvaaya) and Telugu (ye maaya chesave) versions by the same filmmaker i.e. Gautam Menon. What is interesting in comparing it with Hindi version is again the behavior of characters.

It is not bleeding into other space. Characters are dancing around the formative setting and behaving usual in real space as they do in film. Where in Hindi, switching spaces does not lead to fragment one space to another. Amy continuing with what her character thinks and behave like in film. On the other hand Prateik imitating the perception of cinema behavior irrespective of spaces. This provides a kind of continuity to spectator in terms of association with narrative and characters.

It indicates towards how cinema has changed and also trained its spectator over the years. The shock aesthetic (with which cinema initially tricked viewer to this attraction) is no more relevant enough to be the only factor for cinema goer. Also the capacity to engulf unconsciously and still connect to the basic sense out of imagery is a development. The iconic images related to a particular emotion has become so prominent through cinema that one does not need to tell what does large moon signifies and so on.

At the end of the song comes a dialogue from Prateik, i.e. at least talk to me, I'm singing for you from one month. This does not signify just the narrative time which is consumed in the sequence but also the effect of cinema on character itself. That's how the whole sequence becomes a self-reflexive exercise of cinema, which is either very much aware of its own medium or may be imitating its perception of own self.

Journalism Students volunteered in a Christmas Carnival

•Pranjal Khanna

IITM School of Mass Communication and NSS Cell volunteered in a Christmas Carnival with Logos Transformation (LT) at YWCA Dwarka Sector 10 to serve and entertain individuals with "Special Needs" on 9th December 2023.

To spread joy and foster inclusivity during the festive season, Journalism Students had the opportunity to volunteer at a Christmas Carnival organized by Logos Transformation (NGO) dedicated to supporting and empowering individuals with disabilities. The event aimed to provide a memorable experience for individuals with disabilities, their families, and the volunteers involved. Before the carnival, extensive planning took place to ensure that the event would be accessible and enjoyable for



everyone. This included designing wheelchair-friendly pathways, providing sign language interpreters, and offering sensory-friendly activities for those with specific needs. The team coordinated well enough to carry out the program. There were various stalls promoting small

businesses, especially handcrafted materials, food stalls, and activities like craft stations were set up. They also promoted the holiday spirit by singing various carols and prayers for everyone. Creative stations were set up to allow attendees to express their artistic talents. Volunteers assisted in



guiding participants through various craft activities, enabling them to create personalized Christmas ornaments and drawings. The impact of the Christmas carnival was evident in the smiles, laughter, and sense of community that permeated the event.

Participants, volunteers, and families expressed gratitude for the inclusive environment and the opportunity to celebrate the holiday season together. The event successfully highlighted the abilities and talents of individuals with disabilities, challenging stereotypes and fostering a more inclusive society.

Volunteering at the Christmas carnival with an NGO dedicated to supporting people with disabilities was a heartwarming and enriching experience. The event not only provided a joyful celebration for the participants but also served as a reminder of the importance of inclusivity and community support. As a volunteer, witnessing the positive impact on the lives of those involved reinforced the significance of such initiatives in creating a more accessible and compassionate society.

Department of Management Studies Facilitates Insightful Industrial visit to BSE Ltd for BBA Students



•IITM Unmesh Bureau

The Department of Management Studies at IITM orchestrated a valuable Industrial Visit to BSE Ltd at Rajendra Place on 7th December 2023, exclusively designed for BBA students. The primary objective of this educational excursion was to provide students with a fundamental understanding of the structure of stock markets and trading concepts.

Led by the visionary approach of the department, the Industrial Visit aimed to bridge the gap between theoretical knowledge and real-world applications. This initiative sought to immerse students in the practical aspects of the financial industry, offering them a firsthand experience of the workings of one of the country's leading stock exchanges.

Mr. Sandeep Das, a seasoned

Senior Trainer at BSE Ltd, served as the resource person for the Industrial Visit. With a wealth of experience in the financial domain, Mr. Das brought forth valuable insights and expertise to guide the students through the intricacies of stock markets. His engaging session focused on demystifying the complexities of trading, market structures, and the role of BSE Ltd in the financial ecosystem.

The visit commenced with an overview of BSE Ltd, providing students with an understanding of its historical significance and its pivotal role in shaping India's financial landscape. The immersive experience included a tour of the trading floor, where students witnessed live market activities and gained practical insights into the dynamics of stock trading.

Dr. Vandana Raghava, Head of the

BBA Department, expressed satisfaction with the initiative, stating, "The Industrial Visit to BSE Ltd aligns with our commitment to providing holistic education. It allows our students to witness the practical dimensions of the financial world, complementing their classroom learning. We are grateful to Mr. Sandeep Das for his invaluable contribution to this enlightening experience."

The Industrial Visit served as a platform for students to interact with industry professionals, ask questions, and gain exposure to the dynamic nature of the financial markets. This hands-on experience is expected to equip BBA students with a practical outlook, enhancing their academic journey and preparing them for future roles in the business and financial sectors.

IITM Enhances Interview Skills for Management & Commerce Students through Insightful Guest Lecture

•IITM Unmesh Bureau

The Department of Management and Commerce at IITM took a proactive step in fostering career readiness by organizing a Guest Lecture on "Interview Skills for Management & Commerce Graduates" for second-year BBA and B.COM(H) students. The event featured Dr. Deepak Trivedi, a distinguished Corporate Trainer, as the Guest Speaker.

The aim of the session was to equip students with essential skills and knowledge to excel in interviews, a critical aspect of their future professional journeys. Dr. Trivedi, known for his expertise in corporate training, shared profound insights into the intricacies of successful interviews, tailoring the content to suit the specific needs of Management and Commerce graduates.

The lecture commenced with an emphasis on the significance of clear and concise communication during interviews. Dr. Trivedi underscored the importance of effectively articulating thoughts and experiences to make a lasting

impression on prospective employers. The session included practical tips and strategies, covering aspects such as body language, presentation skills, and the art of framing responses to common interview questions.

Heads of the BBA and Commerce Department respectively, expressed the department's commitment to providing holistic education that goes beyond traditional academic learning. "The Guest Lecture by Dr. Deepak Trivedi is a valuable addition to our efforts in preparing students for the professional world. Interview skills are crucial, and this session provided our students with practical insights that will undoubtedly benefit them in their future careers," stated Dr. Vandana Raghava.

Students actively participated in the interactive session, engaging with Dr. Trivedi to seek guidance on various aspects of the interview process. The opportunity to learn from an experienced corporate trainer enriched their understanding of the expectations and nuances of the professional world.



Celebrating Human Rights Day: Upholding Dignity and Equality

•Gargi

Human Rights Day, observed annually on December 10th, serves as a poignant reminder of the universal principles that form the foundation of human dignity, freedom, and equality. This significant day commemorates the adoption of the Universal Declaration of Human Rights (UDHR) by the United Nations General Assembly in 1948, a historic document that enshrines the inalienable rights and freedoms to which all people are entitled. The UDHR, a milestone in the global pursuit of justice and equality, proclaims the inherent dignity and

equal rights of all members of the human family. It outlines the fundamental rights and freedoms to which every person is entitled, regardless of race, color, religion, sex, language, political or other opinion, national or social origin, property, birth, or other status. The cornerstone of human rights lies in recognizing the inherent dignity of every individual. Regardless of background or circumstance, all people are entitled to the same level of respect and consideration. Human Rights Day emphasizes the importance of treating everyone with dignity and striving for equality in all aspects of life.



Human rights advocate for the freedom and justice that allow individuals to live without fear of discrimination, oppression, or injustice. Freedom of expression, assembly, and association are integral components of a just

society, fostering an environment where people can thrive and contribute to the common good.

Human rights encompass not only civil and political rights but also economic and social rights. The right to work, just and favorable conditions of work, and the right to an adequate standard of living are essential components of a life lived with dignity. While Human Rights Day is an occasion to celebrate the achievements in promoting and protecting human rights, it also serves as a reminder of the challenges that persist globally. Ongoing efforts are necessary to address issues such as

discrimination, violence, poverty, and inequality that hinder the full realization of human rights for all. Human Rights Day is a call to action, urging individuals, communities, and governments to recommit themselves to the principles of the Universal Declaration of Human Rights. It is an opportunity to celebrate the progress made in advancing human rights while acknowledging the work that still needs to be done. By upholding the values of dignity, equality, and justice, we contribute to the creation of a world where every person can live a life of freedom and fulfillment.

IITM conducted FDP on Effective Financial Management & Planning for a Secure Future



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• IITM Unmesh Bureau

Institute of Information Technology and Management organized Faculty Development Program (FDP) focusing on "Effective Financial Management and Planning for a Secure Future." The event, held on December 29, 2023, attracted significant attention from faculty members and financial professionals alike.

The first session, headed by distinguished officials from ICICI, shed light on various aspects of financial management. Mr. Vineet Choudhary, Regional Head, shared strategic insights, followed by Ms. Anshika Arun Kumar, Branch Manager, who delved into practical approaches. Ms. Rida Khan, Senior

Relationship Manager, and Mr. Rajesh Golani, Regional Product Manager, provided valuable perspectives on relationship management and product strategies. The second session, led by LIC officials, was equally enlightening. Dinesh Rikhi, Product Manager at LIC, shared his expertise on emerging financial trends. Udai Das Meena, ABM Sales, and G.S. Malik, Development Officer, explored the nuances of sales and development strategies within the life insurance sector. The presence of these esteemed industry professionals added immense value to the program, offering participants a unique opportunity to gain insights

from seasoned experts in the field. The event witnessed active participation from the faculty members of IITM, who engaged in insightful discussions with the industry experts. The collaborative environment fostered a rich

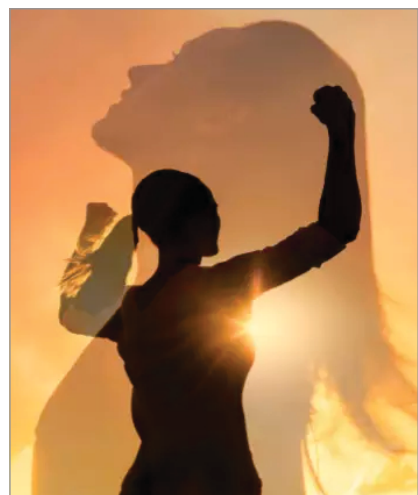
exchange of ideas and knowledge, contributing to the overall success of the FDP. IITM continues to be at the forefront of organizing such impactful events, bringing together academia and industry to enhance the learning experience for its

students and faculty. The Effective Financial Management and Planning FDP stands as a testament to the institute's commitment to providing holistic education and staying abreast of current industry trends.

Empowering Women in India: Navigating the Landscape of Social Systems

• Himani Kandpal

India, a nation known for its rich cultural heritage and diverse traditions, has undergone profound social changes over the years. Within this intricate tapestry of social dynamics, the status of women stands as a key barometer of progress and transformation. This article delves into the complex interplay of India's social system and the evolving status of women, highlighting both the strides made towards gender equality and the persistent challenges that demand attention. India's social system is deeply rooted in historical traditions, often characterized by a patriarchal structure and hierarchical divisions. Traditionally, women occupied limited roles within the household, with restricted access to education and public life. Understanding the historical context is essential to appreciate the magnitude of the changes witnessed in recent times. In the contemporary era, India is experiencing a paradigm shift in social norms. Economic development, urbanization, and increased educational opportunities have collectively contributed to altering traditional gender roles. Women today are breaking barriers and actively participating in diverse fields, reshaping the narrative of their role in society. Economic empowerment is a linchpin in reshaping the status of women in India. Women entrepreneurs, professionals, and workers are making significant contributions to the economy. Government initiatives and policies are actively promoting financial independence among women in both rural and urban settings. India has witnessed landmark legal reforms aimed at protecting and promoting women's rights. Legislation addressing



issues like dowry, domestic violence, and workplace harassment has been enacted, reflecting a commitment to ensuring women's equality before the law. Despite the progress, challenges remain. Gender-based violence, discrimination, and unequal access to resources persist, particularly in rural areas. Overcoming deep-rooted cultural norms and societal expectations is an ongoing struggle that demands concerted efforts. Culture and tradition play a dual role, serving as a source of strength and identity while also influencing societal norms. Striking a balance between tradition and progressive values is imperative, fostering an inclusive and egalitarian mindset. The journey towards gender equality in India is dynamic and multifaceted. The nation has made substantial progress in empowering women, with their active participation contributing to India's growth story. However, the path forward requires sustained efforts, spanning education, employment, legal reforms, and cultural narratives. As India continues to evolve socially, the empowerment of women remains not just a goal but a fundamental imperative for a more equitable and inclusive future.



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NEP 2020: A Paradigm Shift in Media Education and Ensuring Quality with the Global Framework of the G20

January 22 - 23, 2024 (Hybrid Mode) • IITM Auditorium

»»»» ABOUT THE CONFERENCE

Media education is experiencing a significant paradigm shift that not only addresses domestic needs but also holds implications on the global stage, particularly within the G20 framework. With the G20 countries, there can be more collaboration and knowledge exchange, which advances the global conversation on education reform.

The two days national conference will focus on how NEP 2020 introduces a paradigm shift by embracing interdisciplinary learning, experiential training, and technological integration. This conference seeks to unravel the profound implications of NEP 2020 within the context of media education - a domain profoundly influenced by the rapid advancements in communication, technology, and culture.

»»»» SUB THEMES OF THE CONFERENCE

The papers can be welcomed in Hindi/English language on the following related sub- themes:

- Salient Features of NEP 2020 with G20 context.
- Integrated Teaching in Media Education with global perspective.
- Inclusiveness and Equity: Issues and challenges
- Media Integration & Academic Flexibility under NEP 2020.
- The Evolving Role of Media in Education: Leveraging Technology for Enhanced Learning Outcomes.
- Digital Divide and Media's role in bridging educational gaps with emphasis of NEP2020.
- Integrating Artificial Intelligence in Classroom Learning: Implications on NEP 2020.
- Implications of AI Generated Media: Content Creation, Creativity and its Development.
- Standardization and creating benchmarks with AI generated Curriculum Design.
- Advertising for educational equality: promoting inclusivity and multilingual education under NEP 2020.

Working Papers related to the theme are also invited.

»»»» IMPORTANT DATES

Abstract Submission:	November 30, 2023
Registration & Fee Submission:	December 9, 2023
Full Paper Submission:	December 15, 2023
Kindly Submit on:	mediaconference@iitmipu.ac.in

»»»» REGISTRATION DETAILS

- Students: Rs. 250/-
- Research Scholars: Rs. 500/-
- Faculty Members & Academicians: Rs. 1000/-

Note: Joint author may pay separately

Registration Fee can be paid by NEFT / RTGS only.

Bank Details: Account Number: 60010778287 • Branch & IFSC: MAHB0001188

Publication: Full length conference paper will be publish in an 'Edited Book' with ISBN and few selected papers will be publish in 'ABDC Journal'.

Chief Patron:	Shri J.C. Sharma, Chairman - IITM Prof. (Dr.) Rachita Rana, Director - IITM Mr. Shiva Sharma, Executive Director - IITM
Convener:	Dr. Nivedita Sharma, Head, IITM School of Mass Communication - 8700562986
Co-convener:	Mr. Bal Krishna Mishra, Assistant Professor, IITM School of Mass Comm. - 9315859824 Ms. Anjum Rathi, Assistant Professor, Department of IT, IITM - 8588871190 Mr. Sachin Kumar, Assistant Professor, IITM School of Mass Comm. - 9953838918

MEDIA COVERAGE



Institute of Information Technology & Management

Guru Gobind Singh Indraprastha University, New Delhi; Accredited Grade "A" by NAAC. 'A+' by SFRC.
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IITM Group of Institutions organised One-Day Workshop for Faculty on 'Happiness Through Theatre'

• IITM Unmesh Bureau

In a quest to foster personal and professional well-being, the IITM Group of Institutions organized a one-day workshop for its esteemed faculty on "Happiness Through Theatre" by the multifaceted Varoon Kapoor. The event, held on December 28th, 2023, saw an enthusiastic participation of educators seeking a unique blend of theatrical techniques and wellness practices. Varoon Kapoor, a distinguished theatre artist and yoga trainer, brought his expertise to the forefront, offering a holistic approach to happiness and well-being. Kapoor's innovative methods amalgamated the art of theatre with the principles of yoga, promising a transformative experience for all participants. The workshop commenced with interactive sessions where Kapoor introduced participants to the therapeutic potential of theatre in promoting happiness and stress relief. Practical exercises and improvisational activities were employed to engage faculty members actively, encouraging them to step out of their comfort zones and explore new dimensions



of self-expression. Recognizing the challenges faced by educators in the demanding field of academia, Kapoor seamlessly integrated mindfulness techniques and yoga into the workshop. Faculty members were guided through relaxation and stress reduction

exercises, providing them with valuable tools to enhance their overall well-being. The one-day workshop received positive feedback from the participating faculty, who appreciated the unconventional yet effective approach towards fostering



happiness. Many highlighted the rejuvenating experience of combining theatre and yoga, expressing gratitude for the institute's initiative in prioritizing the mental and emotional health of its staff. In his closing remarks, Varoon Kapoor expressed his pleasure in working

with the enthusiastic faculty of IITM Group of Institutions. He emphasized the importance of incorporating creative and mindful practices into daily life, promoting a harmonious balance between professional responsibilities and personal happiness.

Reflecting on Progress and Challenges: World AIDS Day

• IITM Unmesh Bureau

World AIDS Day, observed annually on December 1st, is a momentous occasion dedicated to raising awareness about the global HIV/AIDS pandemic. This day serves as a platform to reflect on the progress made in combating the virus, honor those who have lost their lives to AIDS-related illnesses, and highlight the ongoing challenges in the fight against HIV/AIDS. The first World AIDS Day was observed in 1988, a time when the HIV/AIDS epidemic was reaching alarming proportions. Since then, the international community has united in a collective effort to tackle the spread of the virus, dispel myths, and promote understanding and compassion for those affected. Over the past few decades, significant progress has been made in the prevention, treatment, and care of HIV/AIDS. Access to antiretroviral therapy (ART) has expanded, helping people living with HIV lead longer and healthier lives. Prevention strategies, such as the promotion of safe sex practices and the distribution of condoms, have played a crucial role in reducing new infections. International organizations, governments, non-governmental organizations (NGOs), and communities worldwide have collaborated to address the HIV/AIDS pandemic. Initiatives like the Joint United Nations Programme on HIV/AIDS (UNAIDS) have facilitated coordination and resource mobilization on a global scale. Various partnerships, including those between governments, NGOs, and pharmaceutical companies, have played a pivotal role in making essential medications more accessible.



Despite the progress, challenges persist in the fight against HIV/AIDS. Stigma and discrimination continue to be formidable barriers, preventing many individuals from seeking testing, treatment, and support. Societal attitudes and misconceptions surrounding HIV/AIDS often contribute to the marginalization of affected populations, hindering efforts to control the spread of the virus. Certain populations remain disproportionately affected by HIV/AIDS. Key populations, including sex workers, men who have sex with men, transgender individuals, and people who inject

drugs, face higher rates of infection due to social, economic, and legal factors. Addressing the specific needs and challenges of these groups is crucial for effective HIV prevention and care. World AIDS Day serves as a poignant reminder of the global commitment to ending the HIV/AIDS pandemic. By fostering awareness, challenging stigma, and promoting comprehensive prevention and care, we can continue to make strides towards creating a world where no one has to live with the burden of HIV/AIDS. Together, we can work towards a future free from the impact of this devastating virus.

कैसे हो सकता है अखंड भारत का निर्माण ?

• आदित्य कुमार

अखंड भारत का अर्थ है वह भारत जो प्राचीन काल में था, जब यह एक विशाल और विविध राष्ट्र था। अखंड भारत का निर्माण करने के लिए भारत को अपने विभाजित और विरोधी पड़ोसियों के साथ शांति, समझौता, सहयोग और एकता का मार्ग अपनाना होगा। इसके लिए भारत को अपने आंतरिक और बाहरी मुद्दों को हल करने, अपने आर्थिक, सामाजिक, राजनीतिक, सांस्कृतिक और सैन्य विकास को बढ़ाने, अपने लोकतंत्र, संविधान, न्यायपालिका, प्रशासन, मीडिया और नागरिक समाज को मजबूत और स्वतंत्र बनाए रखने, और अपने सांस्कृतिक विरासत, भाषा, कला, साहित्य, धर्म, दर्शन और मूल्यों को संरक्षित और समृद्ध करने की जरूरत है। अखंड भारत का निर्माण एक आसान काम नहीं है, बल्कि एक लंबी और कठिन प्रक्रिया है, जिसमें भारत को अपने इतिहास, भूगोल, राजनीति, अर्थव्यवस्था, समाज, धर्म, संस्कृति और अंतर्राष्ट्रीय संबंधों को समझने, सम्मान करने और सुधारने की आवश्यकता है। अखंड भारत का निर्माण केवल भारत के हाथ में नहीं है, बल्कि उसके पड़ोसी देशों के हाथ में भी है, जो भी अखंड भारत का हिस्सा हैं या थे। इन देशों को भी अपने आपसी विवादों, द्वेषों, अस्वीकारों और असुरक्षा को दूर करने, अपने आर्थिक, सामाजिक, राजनीतिक, सांस्कृतिक और सुरक्षा हितों को समन्वय करने, और अपने लोकतंत्र, संविधान, न्यायपालिका, प्रशासन, मीडिया और नागरिक समाज को मजबूत और स्वतंत्र बनाए रखने की जरूरत है। अखंड भारत का निर्माण एक राष्ट्रवादी या धार्मान्ध विचार नहीं है, बल्कि एक विश्ववादी और विविधतावादी विचार है, जो भारत और उसके पड़ोसी देशों के लोगों को एक दूसरे के साथ जोड़ने, समझने,



सहयोग करने और विकास करने का एक अवसर देता है। अखंड भारत का निर्माण एक आक्रामक या बलपूर्वक उपाय नहीं है, बल्कि एक शांतिपूर्ण और स्वैच्छिक उपाय है, जो भारत और उसके पड़ोसी देशों के लोगों को एक दूसरे के साथ विश्वसनीयता, सम्मान, आदर और दोस्ती का एक रिश्ता बनाने देता है। अखंड भारत का निर्माण एक सपना नहीं है, बल्कि एक संभावना है, जो भारत और उसके पड़ोसी देशों के लोगों के इच्छा, प्रयास, समझ, समझौता और सहयोग पर निर्भर है। अखंड भारत का निर्माण एक चुनौती है, जो भारत और उसके पड़ोसी देशों के लोगों को अपने इतिहास, भूगोल, राजनीति, अर्थव्यवस्था, समाज, धर्म, सांस्कृतिक और अंतर्राष्ट्रीय संबंधों को नए रूप में देखने, समझने और सुधारने का एक अवसर देती है। क्या ये हकीकत में हो सकता है? इसका जवाब तो समय ही देगा लेकिन आज के समय में एक सगठन है जो आइडियल मॉडल बनकर उभरा है जो हैं यूरॉपियन यूनियन की बात कर रहा हूँ जो की एक देश की तरह काम करता है, हम ऐसा ही एक अखंड भारत बना सकते हैं।