

IITM उन्मेष

Charting A New Epoch in News

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Nurturing Excellence

Lakeerein's Stellar Cast Paints IITM Campus with Exclusive Stardust Visit



Star-studded cast of "Lakeerein" graced the campus of IITM with their presence, creating a day to remember. From the legendary Ashutosh Rana's insightful talk with journalism students to Director Durgesh Pathak's journey in the world of cinema

• Gargi

On the 31st of October, the star-studded cast of "Lakeerein" graced the campus of IITM with their presence, creating a day to remember. From the legendary Ashutosh Rana's insightful talk with journalism students to Director Durgesh Pathak's journey in the world of cinema, and the enchanting presence of actress Bidita Bag and the talented Gaurav Chopra, it was an event filled with glamour and wisdom. This event was organised by the IITM School of Mass Communication. The event kicked off with a captivating and enlightening speech by the iconic Bollywood actor, Mr. Ashutosh Rana. He took the stage to address journalism students and imparted his invaluable experiences and knowledge about the entertainment

industry. Mr. Rana shared his profound insights into the crucial role that journalism plays in the success of a film. He emphasized the importance of ethical and passionate reporting in the world of cinema, encouraging the budding journalists to maintain the highest standards of integrity and professionalism. Mr. Rana's address set the tone for the event, reminding the audience of the pivotal role played by journalists and the media in shaping public perception and anticipation for a film. Director Durgesh Pathak, the visionary behind "Lakeerein," followed Mr. Rana's address with an illuminating discussion on how to build a career in the world of cinema. Director Pathak shared his own personal journey, highlighting the challenges and opportunities

that budding filmmakers may encounter. He stressed the significance of determination, hard work, and unwavering passion as essential ingredients for achieving success in the film industry. He also provided an exclusive glimpse behind the scenes of "Lakeerein," offering insights into the creative process, which captivated the audience's imagination. Actress Bidita Bag, who plays a pivotal role in the movie, graced the stage and shared her experiences and thoughts about her character and the film. With grace and enthusiasm, she expressed her excitement about the impending release of "Lakeerein" and described it as a unique and captivating cinematic experience. Her presence added a touch of glamour and heightened the anticipation for the film among the audience.

Gaurav Chopra, another prominent member of the movie's cast, concluded the discussion by sharing his experiences and expertise in the realm of acting. He spoke about the challenges faced during the filming process and provided invaluable insights into

the art of embodying a character. Aspiring actors in the audience had the privilege of gaining deeper knowledge about the nuances of acting from one of the industry's seasoned professionals. On this occasion all the students, faculty members and staff were present.



आईआईटीएम में एनएसएस यूनिट व रोटरी क्लब ऑफ दिल्ली कुतुब के सहयोग से रक्तदान शिविर का आयोजन



- रिषिता सक्सेना

नई दिल्ली, 29 नवंबर 2023। आईआईटीएम के "पर्यावरण और एनएसएस यूनिट" व रोटरी क्लब ऑफ दिल्ली कुतुब के समन्वय से 29 नवंबर 2023 को रक्तदान शिविर का आयोजन किया गया जिसमें संस्था के समस्त छात्र-छात्राओं के अतिरिक्त अध्यापक गणों ने भी अपना सहयोग दिया। शिविर में छात्रों ने 70 यूनिट रक्त दान किया। आईआईटीएम की निदेशक प्रो (डॉ) रचिता राणा ने कहा कि रक्तदान से शरीर पर किसी भी प्रकार का प्रतिकूल प्रभाव नहीं पड़ता है। एक स्वस्थ व्यक्ति को तीन महीने में एक बार रक्तदान करना चाहिए। एक व्यक्ति का दान किया गया रक्त चार व्यक्तियों को जान बचा सकता है। संस्थान के निदेशक डॉ अजय कुमार ने कहा की हम सभी को रक्त दान करना चाहिए क्योंकि इसके द्वारा हम रक्त की कमी से जाने वाली जिंदगी को बचा पाएंगे। डॉ राणा ने इस आयोजन की प्रशंसा करते हुए विद्यार्थियों का उत्साहवर्धन किया और

बताया कि सामाजिक एवं नैतिक कर्तव्यों के निर्वहन के उद्देश्य से इस रक्तदान शिविर का

आयोजन किया गया था। रक्तदान शिविर के दौरान सभी शिक्षकगण और विद्यार्थी मौजूद रहे।

IITM Director, Prof. (Dr.) Rachita Rana, Honored with Excellence Award at Times Education Icons 2023-24

Prof. (Dr.) Rachita Rana, Director, IITM receiving Certificate of Appreciation for Excellence in Industry Academia Interface and Placements by Optimal Media Solutions - A Times of India Group Company in the 'Times Education Icons 2023-24' Awards on Nov 8, 2023.



IITM Nurturing Excellence

G20 भारत 2023 INDIA

75 Azadi Ka Amrit Mahotsav

Indian Council of Social Science Research

CALL FOR PAPERS

IITM School of Mass Communication
in association with
Internal Quality Assurance Cell (IQAC)
organizes
ICSSR Sponsored
TWO DAYS NATIONAL CONFERENCE
on
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.

IMPORTANT DATES
Abstract Submission: November 30, 2023
Registration & Fee Submission: December 9, 2023
Full Paper Submission: December 15, 2023
Kindly Submit on: mediaconference@iitmpu.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: MAH0001183
Publication: Full length conference paper will be publish in an **Edited Book** with ISBN and few selected papers will be publish in **ABDC Journal**.

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 NEP 2020.
• 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.

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

MEDIA COVERAGE

IITM उन्मेष

Institute of Information Technology & Management
Guru Gobind Singh Indraprastha University, New Delhi; Accredited Grade 'A' by NAAC; 'A+' by SFRC.
Ranked among Top 100 B-Schools by Times B-School Survey-2023; Approved by AICTE. Recognised Under Section 2 (f) of the UGC Act, 1956.
D-29, Institutional Area, Janakpuri, New Delhi - 110058 • Phone: 011-28525882, 28520239, 28525051 • Website: www.iitmjanakpuri.com

IITM School of Mass Communication organized workshop on "Writing for Print and Digital Media"

• IITM Unmesh Bureau

The IITM School of Mass Communication organized a workshop on "Writing for Print and Digital Media" on 26th October 2023. The event saw active participation from students, aspiring journalists, and media enthusiasts eager to enhance their writing skills for various media platforms. Mr. Prabhat Upadhyay, a distinguished News Editor with a rich background in leading media outlets such as Network 18, The Indian Express, and Hindustan Times, served as the esteemed resource person for the workshop. With his extensive experience, Mr. Upadhyay brought a wealth of knowledge and practical insights to the attendees. The workshop was divided into multiple sessions, each addressing different aspects of writing for print and digital media. In the morning session, Mr. Prabhat



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Janakpuri, New Delhi, 110058, DL, India
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Note : Captured by GPS Map Camera

Upadhyay shed light on the nuances of print journalism. He discussed the importance of clarity, concise language, and the art of storytelling. Mr. Upadhyay shared anecdotes from his own career, illustrating the challenges and rewards of working in the print media industry. During the afternoon session, the focus shifted to writing for digital media. Mr. Upadhyay highlighted

the fast-paced and ever-evolving nature of digital journalism. He emphasized the need for brevity, catchy headlines, and multimedia integration in online content. The workshop included interactive sessions where participants had the opportunity to practice their writing skills and receive feedback from Mr. Prabhat Upadhyay. Attendees actively engaged in group

discussions and writing exercises, learning to adapt their writing style for different media platforms. A lively question-and-answer segment allowed the audience to seek Mr. Upadhyay's expert guidance on various aspects of journalism, from sourcing stories to maintaining ethical standards in reporting. The guidance and insights shared by Mr. Prabhat

Upadhyay will undoubtedly shape the future of many aspiring writers and journalists. The IITM School of Mass Communication continues to be at the forefront of providing valuable educational opportunities to students and professionals in the field of media and journalism, and this workshop is yet another example of its commitment to excellence in media education.

IITM's Environment Committee Hosts Successful 'Indian Folk Art Workshop' in Collaboration with Akshay Org

• IITM Unmesh Bureau

The Environment and Sustainability Committee of IITM organised an "Indian Folk Art Workshop" on 29th November, 2023. The workshop was organised in collaboration with Akshay Org by Ms. Muskan, the founder and her team, a group dedicated to upholding and appreciating Indian folk arts. It was an enthralling success, with the team's showcase of traditional art forms and an engaging discussion on the significance of Indian art forms. The highlight of the event was the hands-on session wherein students



got to explore different art forms by painting templates. IITM applauds Akshay Org's efforts towards

encouraging Indian arts and organising this eye-opening and insightful workshop.

Dr. Mahtab Alam Inspires BBA Students with Insightful Lecture on "Contemporary Branding Dynamics"



• IITM Unmesh Bureau

The Department of management studies organized the Guest lecture on "Exploring the Dynamics of Branding in the Contemporary World" for the students of BBA 1st Year students. More than 75 students attended the lecture enthusiastically. The Resource Person was Dr. Mahtab Alam, Assistant Professor, Bharati Vidyapeeth (Deemed to be University) Institute of Management and Research, New Delhi. He provided valuable insights into the ever-evolving landscape of branding. He delved into the importance of brand identity, consumer perception, and contemporary issues of Branding. The students gained a comprehensive understanding of the challenges and opportunities in today's branding environment.

IITM's Inter-College Debate Competition Sparks Intellectual Exchange



The Inter-College Debate Competition held on 23rd November, 2023 by the BBA Department & IQAC of IITM brought together students from various institutions, fostering intellectual exchange and promoting effective communication skills. Representatives from 17 colleges showcased their oratory skills.

IITM Students Shine as Volunteers at Sahitya AajTak Literature Festival 2023 in New Delhi



• IITM Unmesh Bureau

The students of IITM volunteered at Sahitya AajTak, a renowned three-day literature festival organized by AajTak from 24th-26th November 2023 at Major Dhyan Chand National Stadium, New Delhi. The festival brought together a diverse mix of renowned

writers, scholars, authors, musicians, actors, columnists, poets, and theatre artists who have made their mark across audiences with their work over the years. Over three days, the students assisted with various tasks and had the opportunity to learn from truly inspiring people.

Yashvi Kumar IITM Student, Captures Crown as Miss Asia International 2023



• IITM Unmesh Bureau

Ms. Yashvi Kumar, BBA, Batch-2021-24 has been crowned Miss Asia International 2023 in the Grand Finale of its Season 2 organized by Blue Records Production House, happened on 5th Nov, 2023 at Hotel Antila by ZION, Sonapat, Haryana. She has showcased beauty, grace, and intelligence on this grand stage.



Editorial

Dr. Nivedita Sharma

Empowering Democracy Celebrating Constitution Day in India

November 26th marks a pivotal moment in India's history as the nation commemorates Constitution Day, a celebration of the document that forms the bedrock of our democratic ideals. On this day, we reflect on the visionary brilliance of our forefathers and the enduring relevance of the Indian Constitution. The Constitution of India, adopted on January 26, 1950 is not just a legal document; it is a living, breathing embodiment of our collective aspirations for a just and egalitarian society. Constitution Day, also known as Samvidhan Divas, serves as a poignant reminder of the values enshrined in this remarkable charter that guides our nation's journey. As we observe Constitution Day, it is crucial to recognize the profound impact the Constitution has had on shaping India's identity. It serves as the guardian of our fundamental rights, ensuring that every citizen is treated with dignity and equality. The visionary architects of our Constitution meticulously crafted a document that is resilient and adaptive, capable of addressing the evolving needs of a diverse and dynamic nation.

The Preamble of the Constitution, with its emphasis on justice, liberty, equality, and fraternity, continues to resonate as a moral compass for our society. It encapsulates the dreams of a free and sovereign nation, fostering a spirit of inclusivity and social harmony. Constitution Day is not just a ritualistic observance; it is an opportunity for every citizen to engage in a collective dialogue about the principles that guide our nation. It encourages us to reflect on the challenges we face and the strides we need to take to build a more perfect union. In a world that is grappling with complex issues, from socio-economic disparities to environmental concerns, the Constitution stands as a beacon of hope. It empowers us to strive for a society where justice prevails, where the marginalized find a voice, and where the principles of democracy are upheld.

Unveiling the Man Behind the Characters Youthful Insights and Inspiring Messages

•Gargi

The interview with Ashutosh Ji wasn't just a chat for me; it was like digging into who he really is, going beyond the roles he plays. Recently I took one of the Bollywood sensation interviews Mr. Ashutosh Rana. The setting was special, not just your usual celebrity interview. With my thoughtful questions, I aimed to uncover more about Ashutosh Ji's life and career, turning this encounter into something more meaningful than just a regular talk.

As we talked, we stumbled upon a significant part of Ashutosh Ji's life - his early inspiration. At the young age of four, his mom's words became his guiding star. She told him to follow his passion, know himself inside out, gain confidence with the help of a mentor, and keep growing in front of an audience. These words became the foundation for a career that went beyond the movie screen.

Then came the heart of our conversation when I asked Ashutosh Ji about his message to the youth. It wasn't just a casual response; it was a powerful call to action. "Set your goals according to your capability," he emphasised, encouraging young minds to embrace their unique abilities in a world often dominated by external expectations. Beyond his articulate words, the interview revealed glimpses of Ashutosh Ji's character beyond the movie roles. In a room



full of cast and crew, he wasn't just a famous actor but the embodiment of politeness and grace. The difference between his on-screen personas and the humility he showed in real life painted a detailed picture of the person behind the characters.

As we neared the end of the interview, the impact of the moment became clear. For me, a newcomer with just two months into the field, this experience was nothing short of amazing. It wasn't just an interview; it was a significant interaction that would stay with me. Ashutosh Ji's words stuck, resonating as a guide not only for me but for anyone searching for direction in their journey. So, as we wrap up this story, let it be a reminder of the strength of inspiration. Ashutosh Ji, with his wisdom and humility, goes beyond being just a star, becoming a guide for young people navigating the challenges of stepping foot into this industry. This encounter isn't just a fleeting moment; it's a part of the bigger story of aspiring individuals finding their way in the vast world of showbiz!

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Yogi Adityanath Illuminates Political Landscape with the Radiance of Santam Dharma and the Vision of Akhand Bharat

•Bal Krishna Mishra

The Chief Minister of Uttar Pradesh, Yogi Adityanath, has emerged as a proficient leader who actively promotes the development of all societal segments within the state. Additionally, he has gained recognition for his advocacy of Sanatan Dharma and Akhand Bharat. The statements made by Chief Minister Yogi Ji regarding Sanatan Dharma and the idea of an undivided India are currently the subject of intense discussion and analysis both in domestic and international contexts. The vocal stance of Yogi Ji about Sanatan Dharma has caused concern within the broader secular community in India and his attempts to address this concern are being perceived as contradictory to the principles of Sanatan Dharma. Yogi has been engaged since the Tamil Nadu DMK leader Uday Nidhi made a controversial statement regarding the eradication of Sanatan Dharma. Consequently, Yogi actively seizes every opportunity to deliberate on the virtues of Sanatan Dharma. Presently, in Uttar Pradesh, there is a concerted effort, spearheaded by Chief Minister Yogi Adityanath, to enhance and uphold the various centers and symbols associated with the Hindu faith. In addition to Ayodhya, Mathura, and Kashi, there are ongoing efforts to build and enhance other smaller sacred sites of significance. These initiatives have generated a sense of joy throughout the Sanatan Samaj community.

In contrast, the opposition, led by the Congress party, is currently engaged in a strategic approach aimed at fostering divisions within Hindu society through the implementation of a caste census. In contrast, Yogi asserts that Sanatan Dharma is the sole religious tradition. The popularity of Yogi Ji as an esteemed spokesperson for Sanatan Dharma is experiencing a tremendous surge. Yogi Adityanath is much sought after as a prominent campaigner in the states where assembly elections are conducted. The citizens of each state express a desire for a Chief Minister similar to Yogi Ji.

The Chief Minister, Yogi Adityanath, expressed during the Arya Samaj event his endorsement for the revival of the homecoming campaign initiated by the esteemed founder of Arya Samaj, Dayanand Saraswati. There is a need to reinstate the efforts of Arya Samaj in propagating the Vedic tradition. The words made by Yogi have caused irritation among several secular parties, such as the SP, BSP, and Congress, prompting them to respond with statements reflecting a twisted mindset. In a program held in Gorakhpur, Yogi explicitly said that Sanatan is the sole religion, while all others are considered sects and forms of worship. The potential endangerment of global mankind would arise if Sanatan Dharma were to be subjected to an attack. The consecutive statements made by Yogi demonstrate the evident desperation of political parties that engage in appeasement of the Muslim community. These parties are unable to provide any substantial response, despite the ongoing development of the state

and the strengthening of law and order. The individuals in question are engaging in protests to express their support for the organization known as Hamas, widely regarded as one of the most feared terrorist groups globally, due to concerns regarding the organization's impact on the environmental conditions within the state.

Up until this point, Yogi has primarily focused his discussions on Sanatan Dharma. However, during a significant event organized by the Sindhi society, he expressed the sentiment that if we were able to reclaim Shri Ram Janmabhoomi after a span of 500 years, then why not Sindh? The assertion made by Yogi has elicited astonishment not only among the general populace of India but also among Pakistan and its allied nations. Currently, there is ongoing debate and expression of concerns regarding Yogi's words in both Indian and Pakistani media, particularly in media outlets with an anti-India agenda. The matter of reclaiming Sindh is extensively debated on various social media platforms in Pakistan.

During this particular instance, the Chief Minister additionally asserted that the division inside the country might be attributed to the obstinacy exhibited by a singular individual. A significant number of individuals perished. A significant portion of the Indian population also migrated to Pakistan. The Sindhi community has experienced the greatest degree of suffering. They were compelled to depart from their country of origin. According to Yogi, it is imperative for Sindhi society to impart knowledge of history to the younger generation. He comprehended the sensitive issue of the Sindhi community and expressed that the enduring consequences of the division, namely terrorism, continue to impact us in the present day. Terrorism and anarchy are incompatible with the principles and values of a civilized society. The religious texts similarly provide us with the same source of inspiration.

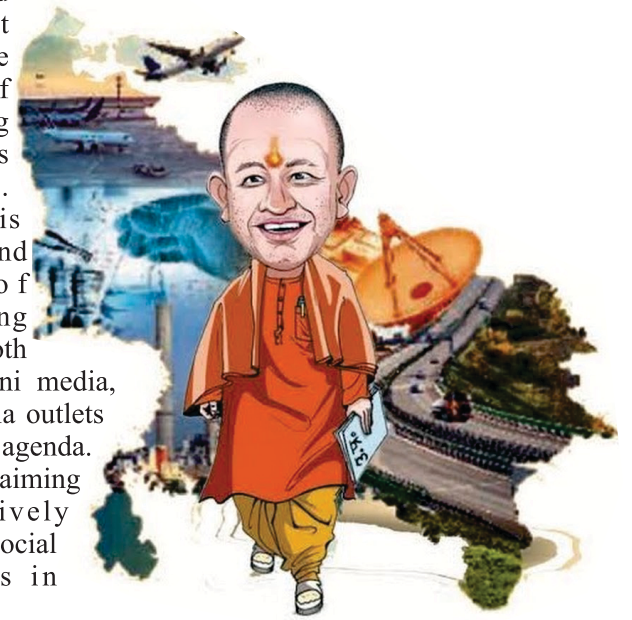
It is evident that Chief Minister Yogi Adityanath consistently emphasizes the significance of Sanatan culture and civilization during his participation in various programs. The state government is implementing numerous developmental programs aimed at fostering different aspects of Sanatan culture, including tourism, the one district, one product system, and various initiatives focused on women's empowerment.

During his official visits to various districts, Chief Minister Yogi Adityanath ensures to include visits to religious sites and local monuments of significance, where he assesses the progress of their developmental initiatives. The consecration ceremony for Shri Ram Lala's life is scheduled to occur in Ayodhya in January. The

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significance of Ayodhya lies in its association with the victory narrative of Hindu Sanatan, which is anticipated to become apparent starting from Diwali in November 2023. The upcoming great celebration of lights in Ayodhya is anticipated to be exceptionally distinctive and extravagant, with ongoing preparations underway. The Hindu Sanatan Samaj expresses its collective admiration for a Chief Minister who not only actively promotes the development of the Sanatan culture but also effectively instills apprehension within groups opposing the Sanatan faith and the nation of India.

In his speech delivered at the program held at Baba Mastnath Math in Rohtak, Yogi emphasized the significance of Sanatan as the sole assurance of global peace and stability. The honest words have understandably elicited a strong reaction from the opposition parties. The individual's lack of comprehension is evident as they reveal their twisted mindset through the articulation of nonsensical assertions regarding Yogi Ji's choice to don saffron attire.

A few days ago, several Hindu people from Bengal had gone to Lucknow, and in their meeting with Yogi, they emphasized that only you can preserve Hindu society and their girls. Likewise, there is a growing demand for Yogi in other states for the purpose of election campaigning, since it has been seen that wherever Yogi's rallies are conducted, the likelihood of the BJP's triumph in such areas increases.

The rationale for the Bharatiya Janata Party's decision to orchestrate large-scale rallies featuring Yogi is to bolster its prospects of triumph in the forthcoming assembly elections.

Unveiling the Shadows: The Silent Symphony of Resilience Against Human Trafficking



Arhaan

“
Human Trafficking stands as the world's second-largest and swiftest expanding criminal activity.”

Human Trafficking involves coercing, deceiving, or using force to recruit, transport, transfer, harbor, or receive individuals, with the intent of exploiting them for financial gain. This criminal activity knows no boundaries, affecting individuals of all ages, including men, women, and children, across every corner of the globe. To achieve their ends, traffickers frequently employ tactics such as violence, fraudulent job placement agencies, and false offers of education and employment to manipulate and coerce their victims..”

People often overlook the facts or are delusional that “Human Trafficking” doesn't happen around us and commonly people think that kidnapping Women and Children is the only way Human Trafficking works, but the truth is this is not the only way.

“New Delhi: Every eight minutes, a child goes missing in India. According to the annual National Crime Record Bureau's (NCRB) “Crime in India” 2019 report, a total of 73,138 children were reported missing last year. The report also states that the number of missing children has increased by 8.9% in 2019.”

Worldwide there are 49.6 million trafficked victims.

The numbers don't only stop here, they're increasing rapidly, and with modern-day technology, it's just advancing more and more.

According to a report of NCRB of the year 2021, among eight Union Territories, Delhi recorded the highest number of Human

Trafficking victims with an increase of 73.5 per cent in cases over 2020

However, all the 509 victims of human trafficking in 2021 were rescued, the data showed.

Often, a Child goes missing, and a kidnapping case is filed. But no one pays attention if the child is going to get sold or already has, to be a victim of prostitution, child labor, or bonded labor.

It's a problem for us as a society because a lot of people are still not aware of Human Trafficking, most people still think that people used to get victimized years ago. As citizens, it's our responsibility to be aware of our surroundings and what crimes could happen. After drugs, this is the largest organized crime in the world.

Forms of Trafficking

Profile: Women between the ages of 5 to 30 years form the bulk of the victims of this type of trafficking; many of the girls are from a tribal background. They belong to the remotest tribal districts and from religious minorities mainly from Jharkhand, Chhattisgarh, West Bengal, Odisha, Assam, Manipur, Uttar Pradesh, Bihar, and Rajasthan.

Online-Trafficking

“The concept of online trafficking includes situations in which individuals who have been trafficked for sexual exploitation are taken to places known as 'cybersex dens.' In these locations, there are webcams and various electronic devices that capture and broadcast their exploitation. With the advancement of technology becoming increasingly integrated into the daily lives of many, cybercrimes and exploitation are also seeing a rise.”

Let's Hear a Case that Happened Recently

Preeti (Name Changed) a 16-year-old student from the Alwar District, got a brand-new mobile for her classes as it got online during the pandemic time. As a result, she was introduced to social media and end-to-end chat applications. Subsequently, the young girl from the Alwar district in Rajasthan encountered Amit (whose name has been changed) on ShareChat, and their friendship developed, eventually leading her to elope with him. Three Months later, she was rescued from Patiala, Punjab after a relentless probe and pursuit by police. Many others, however, are never found.

Due to COVID restrictions in the past two years, as people have been spending more time in the digital world, human traffickers are increasingly searching for potential victims on online classrooms, gaming platforms, matrimonial websites, dating apps, end-to-end chat apps, and even loan applications.

Forced Labor

Forced labor occurs when individuals are compelled to work or provide services against their own choice, typically through methods like physical force, deceit, or coercion. In 2016, the International Labor Organization



Image source~securitymagazine.com

(ILO) estimated that about 24.9 million people worldwide were subjected to forced labor.

The top five types of forced labor industries include

Sex Trafficking

Sex trafficking is a heinous and pervasive form of human trafficking, considered one of the most prominent and disturbing variations of this global crime. It revolves around the forced exploitation of individuals, predominantly for sexual purposes, and has rightfully earned the label of a modern form of slavery due to the grim reality it represents. Victims of sex trafficking endure unspeakable horrors, subjected to sexual acts against their will, often suffering both physically and psychologically. This form of trafficking stands out as one of the most prevalent and severe manifestations of this criminal activity. To combat sex trafficking is not only to protect the rights, dignity, and freedom of those ensnared but also to confront and dismantle one of the most significant challenges in the battle against human trafficking worldwide.

Forced Marriage

Forced marriage refers to a marital union where one or more individuals are wed against their wishes or without their consent. Importantly, a marriage can transform into a forced one, even if both parties initially agree, when one or both later find themselves compelled to remain in the marriage against their own will.

Garment Industry

Child labor is a significant issue within India's clothing industry, often concealed in small, privately-run businesses or even home-based settings. In a 2015 report by Bal Raksha Bharat on Delhi's garment industry, it was revealed that over 8,000 garment workers in the capital city faced unfavorable working conditions. These conditions included excessive noise, inadequate lighting, poor ventilation, and exposure to dangerous tools. Shockingly, the report disclosed that 36% of those working from home were never compensated for their efforts. This report brought attention to this problem and prompted Delhi to recognize the necessity for collaboration among the government, civil society,

communities, and industries to eliminate this practice.

Brick Kilns

Historically, India's brick kilns have relied on child labor, with children assisting their parents and toiling for long hours, often at the expense of their education. The Bal Raksha Bharat's Brick Kiln Project has played a crucial role in this regard, with volunteers offering immediate access to education for these children. They've achieved this by creating Bridge Course Centers (BCC), allowing these kids to transition into formal education. Additionally, this non-governmental organization (NGO) has collaborated with the NMCS for a campaign promoting hand-washing in brick kilns. Across various factories, around 70 schooling centers have been established, providing a glimmer of hope for these children. Supporters of NGOs like Bal Raksha Bharat have also influenced factories to adopt a strict zero child labor policy, which has enabled approximately 16,000 children to escape a future of toiling in the brick-making industry.

Unorganized Sectors

Child labor is unfortunately prevalent in India's unorganized sector, where children are often employed as low-cost and quick workers in places like tea shops, small eateries (dhabas), small shops, and as personal servants or errand runners. Following the unorganized agriculture sector, the unorganized informal sector stands as the largest employer of child labor. This informal sector, which is often family-owned, favors using child labor due to the cost-effectiveness and their perception that it's easy to hire and fire children. This means that even children attending school might find themselves working in home-based jobs after their classes.

Agriculture

Based on the 2011 Census data, it's evident that the agriculture sector in India significantly relies on child labor. Children are engaged in various agricultural activities, including cotton and cottonseed production, sugarcane, soybean, and paddy transplantation. They often endure long working hours, receive meager wages, and live in subpar conditions.

Bal Raksha Bharat, also known as Bal Raksha Bharat, has played a crucial role in safeguarding the

rights of 800,000 children residing in cotton-growing regions within the states of Punjab, Haryana, and Rajasthan. This initiative has made a substantial impact by liberating 65,000 children from child labor in a pilot project across 1,866 villages in Gujarat and Maharashtra. Additionally, it's heartening to note that numerous farmers have made commitments to adopt child-labor-free practices.

Fireworks

The fireworks industry in India stands as one of the largest but often concealed exploiters of child labor. This issue has been consistently observed in Sivakasi, a renowned South Indian town recognized across the country for producing matches and fireworks. In this industry, children toil for extended hours, particularly during India's festive seasons, working in crowded and confined spaces. Their direct exposure to the chemicals used in fireworks poses health risks to their lungs and skin, potentially leading to future health problems. The utilization of hidden child labor enables both licensed and unlicensed fireworks manufacturers to maintain low production costs, resulting in substantial profits.

In Conclusion, Human Trafficking robs individuals of their dignity, freedom, and basic human rights. Throughout this article we've seen how deeply human trafficking has been enriched into our reality of today and still how easily people overlook the facts. The existence of this soul-wrenching crime has been here since the 16th century but, did we really progress about solving this crime? As a society, there are several other problems that pull our interest, but we often neglect this basic crime where people are robbed of their basic rights and dignity.

However, while the problem of human trafficking is undeniably complex and deeply entrenched, it is not insurmountable. As individuals, communities, and nations, we must stand united in our commitment to combat this scourge. Governments must enact and enforce stringent anti-trafficking laws, while civil society organizations and individuals must continue to raise awareness and provide support for survivors. International cooperation is essential to tackle the transnational nature of this crime.

We must realize that behind these statistics and headlines are real people with real stories of suffering, and as people of the same and more than that humans first should work collectively towards this problem tirelessly to end their suffering. As we move forward, let us be guided by compassion, empathy, and a resolute determination to create a better world where Human Trafficking is not just an article topic anymore but a dark chapter of our history that we have successfully overcome and closed. It's actually a fight we cannot afford to lose, for the sake of those who have suffered and for the ones that might become the victims of this vicious crime, for the preservation of humanity. Let us make a better world for our coming generation.



Impact of Fundamental Rights on Modern Society

• IITM Unmesh Bureau

On October 18th, 2023, the IITM School of Mass Communication successfully organized a one-day webinar focused on the intriguing topic, "Impact of Fundamental Rights on Modern Society." The objective of the webinar was to analyze the profound influence of fundamental rights within the contemporary societal context. Mr. Aditya Ojha, a distinguished freelance journalist, was the resource person for this event.

The webinar commenced promptly on time and was attended by the journalism students, educators, and professionals in the field of mass communication. The program began with a warm welcome and an introduction to the topic by Mr. Bal Krishna Mishra, the event coordinator. Mr. Aditya Ojha took the virtual stage as the resource person and delivered a thought-



provoking keynote address. He eloquently emphasized the significance of fundamental rights in shaping modern society. Mr. Ojha drew from his vast experience as a freelance journalist, providing real-world examples and practical implications of these rights in the media and beyond.

Following the keynote address, the audience actively engaged in an interactive session with Mr. Ojha. Participants had the opportunity to ask questions and share their perspectives on the topic, making the webinar a dynamic and enriching experience. The webinar on the "Impact of Fundamental



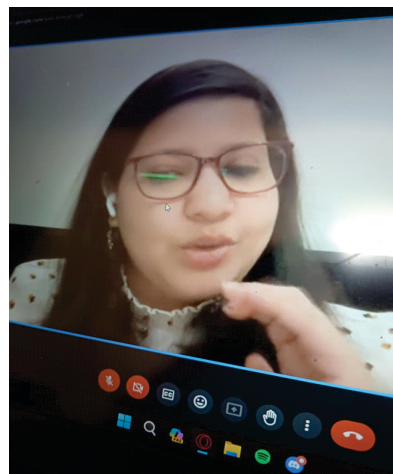
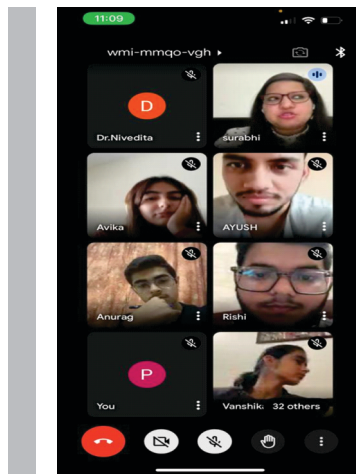
Rights on Modern Society" was a resounding success, achieving its objective of promoting a deeper understanding of the subject matter. It provided a platform for meaningful discussions and learning opportunities, thanks to the expertise and insights shared by Mr. Aditya Ojha. We extend our

gratitude to Mr. Aditya Ojha for his valuable contributions and commend the efforts of the IITM School of Mass Communication for organizing this enlightening event. We also thank all the participants for their active involvement, making this webinar a highly engaging and informative experience.

IITM School of Mass Communication organised Webinar on Effective Media Communication

• IITM Unmesh Bureau

On October 28th, 2023, the IITM School of Mass Communication organized a webinar titled "How to be a Good Media Communicator," featuring Ms. Surbhi Jajodia, Communication and Outreach Manager at Data Leads, as the resource person. The webinar provided valuable insights into effective media communication and was attended by a diverse audience of students, professionals, and individuals interested in the field. The webinar was a part of the ongoing efforts by the IITM School of Mass Communication to provide its students with valuable insights and practical guidance on various aspects of the media and



communication industry. Ms. Jajodia began by emphasizing the dynamic nature of the media landscape, which is continuously evolving. Media communicators

must stay updated on emerging platforms, technologies, and trends to effectively engage their audience. Ms. Jajodia highlighted the

importance of articulating messages in a straightforward and understandable manner, catering to the specific needs of the target audience. She further stressed the

significance of maintaining integrity, transparency, and consistency in all interactions to foster trust with the audience and stakeholders.

The webinar included an interactive Q&A session where journalism students had the opportunity to seek clarification and explore specific topics. The questions raised covered a wide range of subjects, including social media communication, personal branding, and ethical challenges in media communication. Ms. Jajodia's responses were insightful and practical. Participants left with a deeper understanding of the key skills and principles required to excel in media communication.

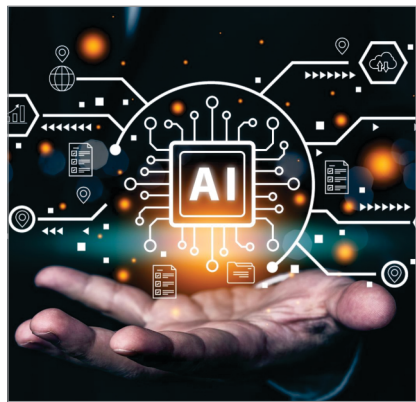
From the Creator of AI, to getting fired from his own company

• IITM Unmesh Bureau

Sam Altman, the former CEO of OpenAI, was dismissed from his own company for allegedly being dishonest with the board. The board concluded that he was not transparent in his communications with them, which hindered their ability to perform their duties. This news came as a surprise to the AI community, as Altman was one of the most important figures in the field of artificial intelligence.

After leaving OpenAI, Altman joined Microsoft to lead a new team focused on advanced research in Artificial Intelligence. However, this move was not without controversy. Almost 700 out of 770 OpenAI employees threatened to resign and join Microsoft, and Microsoft CEO Satya Nadella hinted at Altman's possible return to OpenAI.

The news of Altman's dismissal from OpenAI and his subsequent hiring by Microsoft sparked a heated debate in the AI community. Some people advocated caution, while others pushed for rapid progress. The story of Sam Altman's rise and fall in the AI world is a cautionary tale of the perils of leadership and the importance of transparency and honesty in communication. Certainly, drawing a parallel



between Sam Altman's reported dismissal from OpenAI and Steve Jobs' departure from Apple in the past can highlight certain similarities and differences in their situations.

Steve Jobs, the co-founder of Apple, was ousted from his own company in 1985 due to a power struggle within the board of directors. Jobs' management style clashed with the then-CEO, John Sculley, resulting in a loss of confidence from the board. This led to Jobs' removal from his operational role at Apple, which was a significant event in the tech industry at that time.

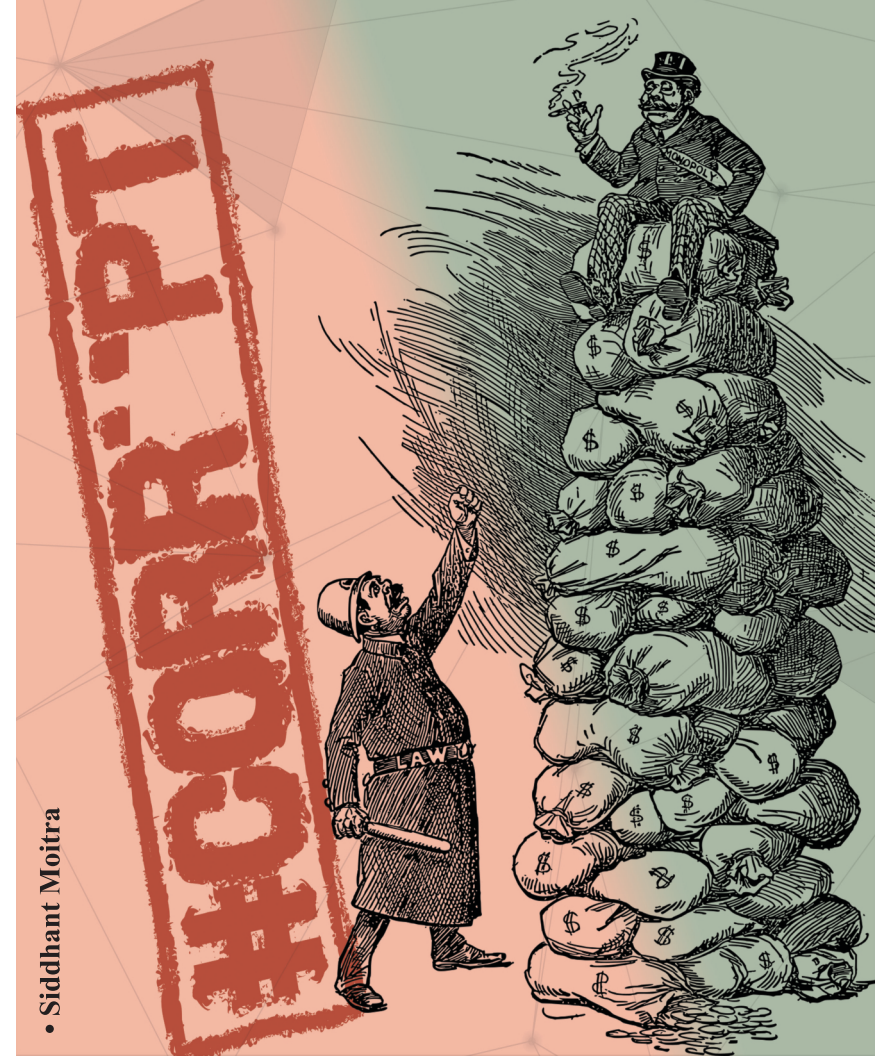
Like Altman's reported dismissal, Jobs' exit from Apple was unexpected and stirred considerable debate within the tech community. Jobs' departure was followed by a turbulent period for

Apple, marked by a decline in innovation and market performance.

However, the aftermath of their departures differs. Jobs went on to found NeXT Computer and later acquired Pixar Animation Studios, where he continued to demonstrate his visionary leadership. Eventually, he returned to Apple in 1997 when the company acquired NeXT, ultimately leading Apple to a remarkable resurgence and becoming one of the most valuable companies globally.

In contrast, Sam Altman's reported departure from OpenAI and subsequent move to Microsoft shows a different trajectory. While he transitioned to a new role at another tech giant, the circumstances and potential outcomes may vary significantly from Jobs' eventual return to Apple. The situations of Jobs and Altman emphasize the complexities of leadership, the challenges of maintaining transparency and effective communication, and the impact such departures can have on both the companies involved and the broader tech industry. Both cases serve as cautionary tales underscoring the importance of leadership, communication, and transparency in the success and stability of tech companies.

Corruption is a cancer that eats away the moral fabric of society.
It breeds injustice, inequality, and violence.
We must act now to stop this disease from spreading and destroying our future.



Inter-College Rangoli Making Competition Showcases Creative Brilliance



• IITM Unmesh Bureau

BBA Department and Internal Quality Assurance Cell (IQAC) of the Institute of Information Technology and Management (IITM) organized an Inter-College Rangoli Making Competition on November 22, 2023, drawing participants from various colleges across Delhi.

The competition aimed to provide a platform for students to showcase their creativity and raise awareness about crucial societal topics. The participants, representing diverse streams from different colleges, poured their enthusiasm into the event, creating vibrant and meaningful rangolis that reflected their commitment to various social issues. The chosen topics for the competition were carefully selected to encourage a dialogue on important themes i.e Environment Conservation, Communal Harmony, Clean India, Green India.

The competition not only sought to unveil the artistic talents of the students but also aimed to foster awareness and knowledge about

the given topics among the participants and the audience. The event witnessed an impressive display of creativity and skill, as students from various colleges in Delhi showcased their unique perspectives through intricate rangoli designs. The vibrant colors and thoughtful representations depicted the participants' commitment to social causes.

After a meticulous evaluation process, the judges announced the winners of the competition. Ms. Kanika Saxena (IITM) and Vani (VIPS), Aryan Gupta and Manish (IITM), Saloni, Priyanka, Sabnam (IITM) and Sonali Dahiya, Ritika (IITM) secured 1st, 2nd and 3rd position respectively. The winners not only demonstrated exceptional artistic skills but also effectively conveyed the essence of the chosen topics through their rangoli creations.

The competition successfully provided a platform for students to express their creativity while promoting awareness and understanding of critical societal issues.



EMPOWERING WOMEN A Path to Equality & Progress

• IITM Unmesh Bureau

In the pursuit of a fair and just society, the empowerment of women stands as a cornerstone for progress. This overarching concept encapsulates the multifaceted journey towards dismantling barriers, challenging stereotypes, and fostering an environment where women can thrive in every aspect of life. At the heart of women's empowerment lies education. Access to quality education serves as the catalyst for dismantling longstanding gender disparities. When women are equipped with knowledge and skills, they become agents of change within their communities. Education not only broadens their perspectives but also instills confidence, enabling them to navigate societal challenges and contribute meaningfully to various spheres. Economic empowerment is equally crucial in the journey towards gender equality. Providing women with equal opportunities for employment, entrepreneurship, and financial independence is a transformative step. Initiatives like microfinance programs have showcased the profound impact of economic empowerment, allowing women to break free from the shackles of poverty and contribute substantially to their families' well-being.

Political empowerment is a testament to a society's commitment to inclusivity. The representation of women in

political offices is not merely a numerical concern; it is about ensuring that diverse voices shape policies and decisions. Strides have been made, but achieving gender parity in politics requires sustained efforts, including changes in electoral systems and fostering an environment that encourages women to take on leadership roles. Health and well-being are integral components of women's empowerment. Access to healthcare, family planning, and reproductive rights are not just matters of personal choice but fundamental rights. Addressing issues such as maternal mortality and gender-based violence is paramount in creating an environment where women can lead healthy lives free from discrimination. Social empowerment involves challenging ingrained stereotypes and fostering a culture of inclusivity. Breaking away from societal norms that restrict women's choices and opportunities is an ongoing struggle. By promoting gender sensitivity through education and media representation, societies can work towards eliminating prejudices and biases. Despite the progress made, challenges persist. Wage gaps, gender-based violence, and cultural barriers continue to impede the journey towards full empowerment. Legislation that protects women's rights must be



implemented and enforced, and societies must actively promote equal opportunities for all.

Crucially, men play a pivotal role in this journey. Engaging men as allies involves challenging traditional gender norms and fostering an environment where shared responsibilities at home are the norm. Open dialogue and the dismantling of stereotypes benefit not only women but contribute to a more inclusive and enlightened society. The empowerment of women is not an isolated or isolated cause. It is a collective journey towards a more equitable world. By recognizing the importance of women's empowerment in all its dimensions—education, economic opportunities, political representation, health, and societal change—we pave the way for a future where every woman has the opportunity to realize her full potential. In doing so, we contribute to the creation of a society that is not only just but one that thrives on the diversity and strength of all its members.

The Indian Constitution: A Blueprint for Democracy

• IITM Unmesh Bureau

The Indian Constitution, adopted on January 26, 1950, stands as a testament to the nation's commitment to democracy, justice, and equality. Crafted under the leadership of Dr. B.R. Ambedkar, the architect of the Indian Constitution, it is a comprehensive document that outlines the fundamental principles and framework for governance in the world's largest democracy. At its core, the Indian Constitution establishes a democratic republic,

reflecting the collective will of the people. It envisions a society where power is vested in the hands of the citizens, ensuring that their voices shape the destiny of the nation. The democratic ethos embedded in the Constitution is not merely a form of governance but a guiding philosophy that permeates every aspect of Indian society.

The preamble of the Constitution encapsulates the ideals that guide the nation. "We, the people of India," it begins, signaling the foundational principle that

sovereignty rests with the citizens. The commitment to justice, liberty, equality, and fraternity underscores the constitutional promise to create a society that is not only politically free but also socially and economically just. Democracy, as envisaged by the Indian Constitution, is not limited to the act of voting. It extends to the protection of individual rights, ensuring that every citizen enjoys the freedom to express opinions, practice religion, and pursue livelihoods without discrimination.

IITM School of Mass Communication organized 'Quiz India Movement' competition cum workshop on the 'Art of Para-Language in Radio'

• IITM Unmesh Bureau

The IITM School of Mass Communication organized the "Quiz India Movement" competition and hosted a workshop on the "Art of Para-Language in Radio" on November 10, 2023. The event took place at the school premises and was enriched by the presence of renowned Red FM's RJ Rocky, who facilitated the workshop.

A highlight of the day was the unveiling of the First Edition of 'IITM Unmesh,' a monthly bilingual newspaper initiated by the IITM School of Mass Communication. This marked a significant milestone in the school's continuous efforts to foster communication skills and journalistic excellence among its students.

Professor (Dr). Rachita Rana, the esteemed Director of IITM, graced the occasion and acknowledged the



collaborative efforts that contributed to the success of the day. In her address, she expressed her gratitude to all the participants, organizers, and sponsors for their dedication and hard work in making the event a memorable and enriching experience.

The "Quiz India Movement" competition witnessed enthusiastic



participation from students, showcasing their knowledge, quick thinking, and team spirit.

The event not only served as a platform for healthy competition but also fostered a sense of camaraderie among the students. Simultaneously, the workshop on the "Art of Para-Language in Radio" conducted by RJ Rocky

provided valuable insights into the intricacies of radio communication.

Participants had the opportunity to learn from a seasoned professional, gaining practical knowledge that goes beyond the traditional classroom setting. On this occasion all the faculty members and students were present.

