Bridging the Gap: Educational Inequities in the Digital Era

By: Akshita jain

NEW DELHI: The digital age has ushered in a wave of technological advancements that have transformed various aspects of our lives, including the way we access information and education. However, this rapid digital evolution has also given rise to a concerning phenomenon known as the digital divide.

The digital divide refers to the gap between those who have access to modern information and communication technology, especially the internet, and those who do not. This divide is not merely a technological issue; it is a complex problem that encompasses economic, social, and educational disparities.

One of the most significant consequences of the digital divide is its impact on education. As traditional classrooms increasingly integrate technology into their teaching methods, students without access to digital resources are left at a disadvantage. The absence of essential tools like laptops, tablets, and a reliable internet connection inhibits students' ability to engage in online learning platforms, access educational materials, and participate in collaborative projects. The digital divide exacerbates existing educational inequalities, disproportionately affecting students from low-income families and marginalized communities. These students face challenges in keeping pace with their digitally privileged counterparts, leading to gaps in academic achievement and hindering their long-term prospects.

Educational inequities arising from the digital divide have far-reaching social and economic consequences. As society becomes increasingly rel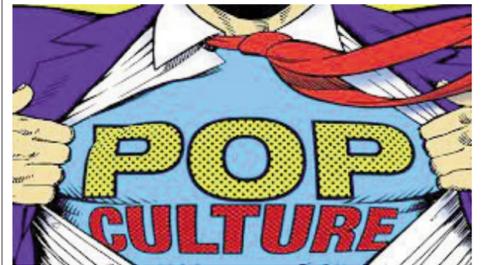iant on digital skills, individuals lacking access to technology face limited opportunities for employment and professional growth. This perpetuates a cycle of poverty and restricts social mobility, creating a widening gap between the digitally literate and the digitally marginalized.

> The digital divide in education is a multifaceted issue with profound implications for individuals, communities, and society at large. As technology continues to play a pivotal role in shaping the future, addressing educational inequities is crucial for fostering a more inclusive and equitable society.

Moreover, the digital divide can reinforce existing social disparities. Students from affluent backgrounds have access to a plethora of online resources, educational apps, and interactive learning tools, giving them a competitive edge. On the other hand, students without such resources struggle to develop the necessary skills for the modern workforce, intensifying social inequalities and contributing to a divided society. Recognizing the urgency of addressing the digital divide in education, governments around the world have implemented various initiatives and policies to bridge the gap. Many countries have launched programs to distribute laptops or tablets to students in need, providing them with the tools required for online learning. Additionally, efforts have been made to expand internet infrastructure in underserved areas, ensuring that students have access to a reliable internet connection.

Some governments have collaborated with private sector partners to establish community centres equipped with computers and internet access, providing students with a dedicated space for learning. These initiatives aim to create a more inclusive educational environment and reduce the disparities caused by the digital divide.

While government initiatives are crucial in addressing educational inequities, several challenges hinder their successful implementation. One major obstacle is the lack of infrastructure in remote and underserved areas. Many students in these regions still face difficulties accessing a stable internet connection, rendering online learning impractical. Moreover, issues such as digital illiteracy among teachers and parents, insufficient training programs, and a lack of funding can impede the effectiveness of digital inclusion initiatives. The rapid pace of technological advancements also poses challenges, as outdated infrastructure becomes obsolete, and the digital divide persists.

The digital divide in education is a multifaceted issue with profound implications for individuals, communities, and society at large. As technology continues to play a pivotal role in shaping the future, addressing educational inequities is crucial for fostering a more inclusive and equitable society. Government initiatives and policies are essential steps in bridging the gap, but successful implementation requires a comprehensive approach that tackles infrastructure challenges, provides adequate training, and ensures sustainable solutions. To truly harness the potential of the digital age for education, it is imperative that governments, educators, and stakeholders work collaboratively to overcome the challenges posed by the digital divide. By doing so, we can create a future where all students, regardless of their socioeconomic background, have equal access to the tools and opportunities needed to thrive in an increasingly digital world.

How Pop Culture Became a Sensation

Nikshipta Raut

New Delhi: In an era characterized by interconnectedness and rapid technological advancement, pop culture has transcended geographical boundaries to become a global sensation.

The journey from localized trends to worldwide phenomena is a testament to the power of technology, media, and the universal human experience. The globalization of pop culture can be traced back to the rise of the internet and social media, the catalyst of virality. Platforms like YouTube, Instagram, and TikTok have allowed content to be shared instantly, enabling creators to reach audiences worldwide and allowing content to be shared instantaneously across the globe. Hashtags became cultural currencies, and memes became a universal language, fostering a sense of interconnectedness among diverse communities. The ease of access to international media has fostered a shared cultural experience, where people from diverse backgrounds can connect over common interests.

Popular culture in India is gradually moving beyond the three religions of Bollywood, cricket, and politics. The urban, millennial youth is now staying far more connected with different entertainment avenues like online mobile gaming, web series, K-Pop, superhero and unconventional movies, cosplay events, merchandise, social media influencers, and much more.

Music has played a pivotal role in this global cultural exchange being the universal language with its transcendent nature, and has become a powerful ambassador for pop culture's global ascent. The success of K-pop and Western pop artists among Indian audiences is a testament to the globalized nature of musical tastes. Artists like BTS and Taylor Swift, who seamlessly blend various musical styles and languages, have garnered a massive global fanbase. Artists from various corners of the world, singing in different languages and styles, found themselves on international charts. Streaming services have further democratized access to music, allowing listeners to explore and appreciate genres beyond their cultural borders. Movies and television series have also contributed significantly to the global popularity of pop culture. Streaming platforms like Netflix bring diverse content to audiences worldwide, fostering a sense of shared entertainment.

Delhi Schools to have a Minimum of 220 Working Days in a Year

NEW DELHI: The Delhi Directorate of Education (DoE) on Monday issued a circular directing schools in Delhi to adhere to a minimum number of working days in an academic year. According to the circular, Delhi schools are required to maintain at least 220 working days in an academic year.

The Directorate of Education added that the required minimum number of working days aligns with the guidelines of the National Curriculum Framework, "As per section 19 of RTE Act-2009 and National Curriculum Framework for School Education 2023, it is mandatory for all the schools running under Directorate of Education to observe the minimum 220 working days in an academic year giving consideration to the notified lists of gazetted or restricted, or local holidays for the calendar year (January to December)" the circular stated. According to the circular, the heads of government schools are required to carefully prepare and implement their academic calendars before the commencement of each academic year and before any holidays are observed. This is to guarantee that the required minimum of 220 working days are completed within the designated academic year.

नकारात्मक फीडबैक सही दिशा दे सकती है: प्रतिबिम्ब

शृंखला पांडे

गाजियाबाद। प्रतिबिम्ब शर्मा न्यूज एंकर एवं वरिष्ठ पत्रकार हैं। श्री शर्मा ने इंस्टीट्यूट ऑफ मैनेजमेंट स्टडीज गाजियाबाद (यूनिवर्सिटी कोर्सेज कैंपस) में एक कार्यक्रम के दौरान विशिष्ट अतिथि के तौर पर शिरकत की। इस दौरान एक भेंटवार्ता में उनसे विभिन्न मुद्दों पर काफी विस्तार से बात चीत हुई। प्रस्तुत है बातचीत के प्रमुख अंश:

एक सफल पत्रकार बनने के लिए आपने किस तरह की रणनीति बनाकर काम किया?

इसकी कोई रणनीति तो नहीं थी। न ही मैंने कोई योजना बनाकर कोई काम किया। प्रारंभ से मुझे अखबार पढ़ने में बहुत रुचि थी। मैं दिन के पांच अखबार पढ़ता था। मैं अखबार ऐसे पढ़ते था जैसे उस समय के दूरदर्शन के समाचार वाचक बोलते थे। धीरे-धीरे फिर मैं

थिएटर से जुड़ गया और नुक्कड़ नाटक करने लगा। मैं अपने मेंटर अनिल जोशी के साथ में नुक्कड़ नाटक किया करता था। उन्होंने बताया कि तुम्हारी आवाज थोड़ी अलग है और उन्होंने मेरा परिचय दूरदर्शन के एक प्रोग्राम एडिटर से करवाया। मेरी आवाज टेस्ट करने के बाद मेरा एक चहल पहल नामक प्रोग्राम में चयन किया गया। कहने का आशय यह है कि बस मेरा जो शौक पढ़ने का था, वो जर्नलिज्म के पेशे में बदल गया। मैंने जर्नलिज्म में कोई डिग्री या डिप्लोमा नहीं किया।

मेरी जो जानकारी इकट्ठी करने की आदत थी, वही मेरे पेशे में काम आई।

आपके अनुसार कृत्रिम मेधा (एआई) के सकारात्मक और नकारात्मक बिंदु क्या हैं?

एआई को लेकर इंडिया में तो बहुत रुचि है, लेकिन जिन देशों में यह बहुत प्रसिद्ध हो गया है वहां से आवाजें उठने लगी हैं। एआई किसी की भी कॉपी कर सकता है एआई तो जिन लोगों ने मेहनत करके अपना करियर बनाया है। अगर उनका काम बिलकुल वैसे ही कोई कॉपी करके पेश करेगा तो वह एक तरह से धोखा है। लेकिन बदलाव प्रकृति का नियम है। मुझे याद है कि मेरे काम के दौरान ही कंप्यूटर से हमें परिचित करवाया गया था। तब भी काफी सारी चीजें कही गई थीं कि अब कंप्यूटर आ गया है। इसलिए लोगों को काम नहीं मिलेगा। कंप्यूटर ही सारा काम करेगा लेकिन हुआ उल्टा। कंप्यूटर की सहायता से रोजगार ज्यादा बड़ा है। एआई का अगर हम सही दिशा में इस्तेमाल करें और लोगों की भलाई के हाथ-साथ कैसे प्रोफेशन के नए डाइमेंशन सेट किए जाएं। एआई को समझने की जरूरत है और तभी हम तय कर पायेंगे कि कितना सकारात्मक है और कितना

नकारात्मक है।

फील्ड में नकारात्मक फीडबैक बहुत होती है तो आपने अपने नकारात्मक फीडबैक का सामना किस तरह से किया?

सबसे पहले तो अपना काम करना चाहिए। एक तो ऐसा होता है कि हमारी नकारात्मक फीडबैक आती है। कुछ लोग आपको जानबूझ कर आपको नीचा दिखाना चाहते हैं। लेकिन कुछ नकारात्मक प्रतिपुष्टि अच्छी होती है। यह आपको बताएगी कि आप क्या और अच्छा कर सकते हैं। यह आपकी कमियों को बताएगी। अगर सब अच्छा अच्छा ही बताते रहेंगे तो आप में सुधार नहीं होगा, पीछे रह जायेंगे और बेहतर नहीं हो पायेंगे तो हमें निपटना नहीं है। समझना चाहिए कि क्या और सुधार की आवश्यकता है और सुधार लाने के बाद देखना चाहिए कि उस नकारात्मक प्रतिपुष्टि पर खरे थे, उनकी प्रतिपुष्टि में सुधार आया है या नहीं।

Dark -Web: The Biggest Threat to Country

Mansi Bharadwaj

India is under attack. It is happening today, it happened yesterday and it will happen tomorrow too. This attack is not from a missile, bombs or bullets. It is happening from the dark world of Internet. Due to which the security of our country is in danger.

We are talking about cybersecurity. Our big banks, hospitals, ISRO and even our nuclear power plants have faced cyberattacks in the last few years. But there is never any discussion about them in the mainstream media. This is kept secret from us. Usually when we hear about cyberattacks, only one type of attack comes to our mind that the website of a company was hacked and the personal information of a customer is leaked. But the cybersecurity threat in India is bigger than this.

As we all know, thatIndiais becoming an economic powerhouse.As an emerging economy many people in their generation are touching computer for the first time in India. All our records are now going digital.There are key areas where we are dependent on technology like hospitals, railways, air traffic, etc. 80% of banking transactions now happen through the Internet. Every year we do transactions worth rupees 72 lakh crore.

When it comes to cybercrime, 2022 was the most dangerous year for India, because hackers and cyber terrorists attacked the essential areas of India like :

AIIMS Delhi Server Attack : The cyberattack on Delhi's All India Institute of Medical Sciences (AIIMS) compromised the personal information of millions of patients. This attack was reportedly carried out by Chinese hackers and it targeted five major servers of the leading hospital. Chinesehackers attacked five servers of AIIMS hospital in Nov '22. It was a ransomware attack where these Chinese hackers threatened to sell sensitive health data of Indians. **Hackers allegedly demanded from AIIMS Rs 200 crore in crypto currencies. It is feared that the ransomware attack may have compromised the data of 3–4 crore patients.** According to a report by India Today, quoting sources, the stolen data was said to be sold on the dark web. To be precise, over 1,600 searches for stolen AIIMS data were available on the dark web and that included stolen data of VVIPs, including politicians and celebrities. (in box)

ISRO was Targeted too : ISRO is the most efficient space organization in the world. Yet in 2019 there were cyberattacks on ISRO and that too exactly in the same month when Chandrayaan-2 was being launched. Foreign players got entry through malware in ISRO's computer systems giving them access to confidential documents, passwords and information.

Moving on to more dangerous attacks –

Attacks on Nuclear Power Plants: India has 22 operational nuclear reactors which generate a total of 6.8 GW power. Kudankulam Nuclear Power Plant is located in Tamil Nadu. There was a cyberattack here in 2020 and it was not even detected for 6 months. Can u even imagine, how dangerous it could be! (in box)

Now, the question that arises is how do cyberattacks happen. Over all cyberattacks are divided into five broad categories :-

Hacking, malware attacks, social engineering, phishing and DDoS. Most dangerous among them is ransomware i.e. digital kidnapping. These attacks also happen on many of our government ministries.

"On June 2021, China attacked the Ministry of Defence and Ministry of Home Affairs.In Sep 2020, NPCI, which handles digital payments like UPI in India, was also attacked., In february 2021, such attacks took place in HDFC Bank, ICICI bank, Axis bank, and their services went down. (In box)

Due to these cyberattacks there is a loss of $10.5 trillion in the whole world. If the world of cybercrime was a country,than after U.S. and China, it would be the third largest economy. But do you know that there are some countries who are responsible for this and taking benefit of it too.

Chainalysis an American research company tracked down the hacked money and came to know some interesting facts. 74% of the ransomware revenue goes to Russia – linked hackers.It was revealed in the US Senate that North Korea's one – third missile program has been funded by such cyberattacks.

The Indian Express reported a very concerning news lately. A DRDO scientist was honey trapped and the involvement of our friendly neighbor Pakistan was hinted at.

There is a three – fold loss to the world and to Indiabecause of the cyber attacks. Important infrastructure goes down, businesses, banks and individuals suffer financial losses and terror and war funding increases. Apart from this, India today is dreaming of becoming a $5 trillion economy. But these goas will remain only a dream, if we don't solve this problem of cybercrime. 31% of Indians are victims of cybercrime in India i.e.almost 50 crore people.

Since the problem has been identified immediate action need to be taken to fight against cybercrime. In 2020, the Prime Minister had announced in his Independence Day Speech that a new cybersecurity policy will come in India. But it has been three years but no new bill has come to the table.So, how this problem of cybersecurity is to be solved is still a pertinent question for many of us.

The cyber security policy, formulated in 2013 is in need of immediate update. The most important solution is Data localization & awareness, education and training.
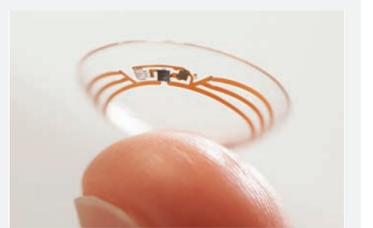
Raising awareness on the gravity of cybercrimes is the need of the hour and information on this should reach every small company, government organization and the common man.

> **"On June 2021, China attacked the Ministry of Defence and Ministry of Home Affairs", In Sep 2020, NPCI, which handles digital payments like UPI in India, was also attacked, in February 2021, cyber-attacks took place in HDFC Bank, ICICI bank, Axis bank, and their services went down.**

News Brief

Industrial Visit to International Tobacco Limited

Ghaziabad (IMS News Service): GMA organized an Industrial Visit for GMA members at International Tobacco Limited . This was attended by 19 members. The General Manger explained the process and this was followed by the visit of the plant.

Lecture on Israel – The Arab Stalemate

Ghaziabad (IMS News Service): Ghaziabad Management Association (GMA) organized a lecture on 'Israel – The Arab Stalemate' in partnership with Rotary International at Institute of Technology & Science, Ghaziabad. The lecture was delivered by eminent speaker Sri Pramit Pal Chaudhuri who is South Asia practice head for the Eurasia Group, based in New Delhi. The lecture was attended by 175 members of GMA, Rotary international and students of the institute. The lecture covered history of Israel – Palestine war since 1948, involvement of USA, Europe and Middle East countries specifically Sudan, Syria, Saudi Arab, Libya, Egypt, Qatar and positioning and effect on India. The lecture was very well appreciated.

Cervical Cancer Detection Camp

Ghaziabad (IMS News Service): GMA organized a "Cervical Cancer Detection Camp" in association with CARTE, An NGO, and Beautiful Tomorrow Trust at CARTE, Shastri Nagar, Ghaziabad. The Doctor first explained the importance of Detection of this disease of Cervical Cancer in females. After their consent, the test was conducted on 10 patients. This is the first of its kind detection camp was organized by GMA and GMA is planning to have this camp organized every month to cover large society.

Workshop on Unlocking Potential The Power of Automation

Ghaziabad (IMS News Service): Ghaziabad Management Association (GMA) organized half day workshop on "Unlocking Potential: The Power of Automation" at Industrial Area Manufacturer's Association Aditorium, E-43, Bulandshahar Road, to gain a comprehensive understanding of automation across industries.

The speaker was Mr. Satish AV, Head of Strategic Partnerships and Sales at Orangewood Labs. The workshop was to understand diverse automation technologies (robotics, AI, IoT) for practical applications. There was a live demonstration of Robot working. The workshop was attended by 48 attendees of Industry owners and students.

GMA Organized a Lecture on Data Strategy-AI/ML

Ghaziabad (IMS News Service): GMA organized a lecture on "DATA STRATEGY - AI/ML" at IMT, Ghaziabad. The speaker was Ms. Anu Jain. MD, JP Morgan Chase Bank, New York.

Over 400 participants from different industries, GMA and students attended the lecture. The participants benefitted by the learning of Addressing Data collection, storage / infrastructure, integration, Quality, Security, Scalability/ Flexibility, Monitoring/ Evaluation and Continuous improvement in a comprehensive data strategy by which organizations can create a solid foundation for successful AI and ML implementation, leading to more accurate models and valuable insights.

TECH SANSAR | Moksha

Smart Contact Lenses Keep an Eye on Health

Making the transition from vision correction to biological monitoring contact lenses are set to transform the pharmaceutical industry. Contact lenses monitor glucose and other health factors. They have a long safety record. Contact lenses sit on the eye, where they have access to a range of biological signals. It has been nearly a decade since Google and pharmaceutical giant Novartis announced their intent to create a smart contact lens that could detect glucose levels in tear fluid as a way to help diabetic patients.

Bloatware-free iQOO 12, Galaxy S24 Ultra with Flat Display will Launch on December 12.

iQOO 12, Galaxy S24 Ultra will be launching in India on December 12. iQOO 12 will be the first smartphone with the Snapdragon 8 Gen 3 Security operations Center. Early leaks of Galaxy S24 suggest that Samsung is finally moving away from the curved display on its flagship offerings in favour of flat panel screens, similar to the iPhone lineup. It will be the first non-pixel smartphone to launch in India with Android 14 OS out-of-the-box. The smartphone is also confirmed to receive three years of software updates and four years of security updates.

Hapag-Llyod Launches New Tech Centre in Chennai

Hapag-Lloyd Technology Center (HLTC) has launched a new global technology center in Chennai. Hapag-Lloyd Technology Center will have a team of 180 IT professionals developing software solutions for the maritime industry. In the future, Hapag-Lloyd plans to expand the center to employ 300-400 specialists. Hapag- Lloyd currently employs over 3,000 people in India and has a container capacity of 2.9 million TEU and a total of 113 liner services worldwide.

The Web Explorer's Guide

Kirti Saini

A monthly list of the most unique, helpful, and accessible online resources for students that will help them navigate various life challenges. It features curated collections of TED talks, videos, blogs, and much more – covering a wide range of topics from personal development and mental well-being to financial literacy and career advice.
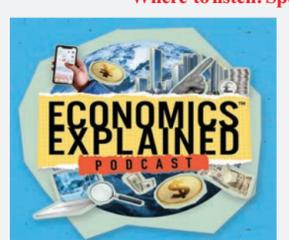
Why Mumbai's Shoeshine Workers are Fighting against the Railways in Court?
Where to read: Scroll.in Official Website

Why read: In the face of an impending policy that threatens their livelihoods, shoe-shining workers in Maharashtra have taken a courageous stand, challenging the Railways in court. This story, meticulously captured in Scroll.in's Common Ground, not only stands as an exceptional piece of journalism but also unveils the relentless struggle of India's working class to eke out a living. For students, it serves as a poignant glimpse into the intricate dynamics of resistance movements.

Economics Explained
Where to listen: Spotify

Why listen: On Economics Explained, the hosts look at fascinating countries, policies, and decisions from the point of view of an economist. Economics Explained is an excellent solution for students who often find themselves grappling with the intricacies of financial news. It not only simplifies the often daunting world of finance but also empowers students to stay well-informed about key economic events, enhancing their financial literacy and decision-making skills.

How Pop Culture...

The success of shows like "Game of Thrones","Squid Game" and "Wanda Vision" demonstrates that compelling storytelling can resonate with people across different cultures.

Along with the popular culture trends comes along the Korean Wave, or Hallyu, which has swept across the globe, and its impact on Indian society has been particularly profound. From K-dramas and K-pop to Korean beauty trends, the cultural influence from South Korea has found a devoted audience in India, reshaping entertainment preferences, fashion choices, and even beauty standards.

Pop Culture's Impact on Indian Society

In India, the influence of global pop culture is evident in various aspects of society. Bollywood, which has traditionally dominated the Indian entertainment industry, now finds itself sharing the spotlight with international content. Indian audiences are embracing foreign films and TV shows, leading to a more cosmopolitan cultural landscape. Yet another widespread sensation driving the evolution of pop culture in the country is the latest installment of the seemingly-endless Marvel franchise: the Avengers. The impact of global pop culture on Indian youth is particularly pronounced.

Fashion trends, social media challenges, and music preferences are increasingly shaped by global influences. The fusion of traditional and modern elements in clothing and lifestyle reflects a dynamic cultural evolution.The rise of non-fungible tokens (NFTs) and digital art has also had a significant impact on the art world and pop culture. Pop culture's global success is rooted in its ability to tap into universal themes and shared human experiences. Whether addressing love, identity, or societal issues, cultural products that resonate universally have found a place in the hearts of diverse audiences worldwide. Social issues portrayed in global pop culture also resonate with Indian audiences. Movements like Black Lives Matter and discussions around mental health have sparked conversations and activism within Indian society. The interconnectedness facilitated by social media platforms has made it easier for Indian youth to engage with and participate in global conversations on social issues. Events like the successful Mars rover landing and civilian space flights brought space exploration into pop culture conversations. However, the globalization of pop culture also raises questions about cultural homogenization and the preservation of local traditions. Striking a balance between embracing global influences and preserving cultural identity becomes a critical consideration for societies like India, where diversity is a hallmark. Globalization does not mean the erasure of cultural distinctions; instead, it leads to a rich tapestry of hybrid cultural expressions. Artists and creators have begun to blend traditional elements with modern influences, creating a fusion that has appealed to a global audience. This cultural hybridization has become a defining feature of the new global pop culture landscape.

Delhi Schools to...

Furthermore, before approving restricted or local holidays for any school under their jurisdiction, the Department of Education (DoE) has advised the Deputy District Education (DDE) officers to carefully follow these guidelines of minimum number of working days, as laid down by the directorate in its circular. It further emphasises that unaided recognised schools need to follow the guidelines set forth by the Department of Education (DoE) and request permission from their respective management before taking any holidays. The DoE stated, "The deputy district education (DDE) officers are also advised to ensure strict compliance of the same before sanctioning restricted/local holidays to any school under their jurisdiction.

Creating Equitable Workplaces Where Women Thrive

Kirti Saini

New Delhi: It was in 1848 when India had its first school for women, courtesy of SavitribaiPhule and her husband, JyotiraoPhule. Exactly 35 years later, the country (then colonized by the British Empire) had its first female graduates – Chandramukhi Basu and Kadambini Ganguly.

You may think that after 140 years of the initial struggle of getting its first graduates, it would be a good enough time for India to achieve equitable workspaces and pay parity in the national labor force. Yet, 2023 is about to end, and the scenario is still gloomy.

As per the official statistics by the International LabourOrganisation (ILO), the employability gender gap in India is a staggering 50.9%, with women contributing just 19.2% of the workforce compared to 70.1% of men. According to the Gender Gap Report 2022, India ranked at a dismal 135 out of 146 countries. The participation of women in the workforce in India was lower than in smaller neighboring countries like Nepal, Bangladesh, and Sri Lanka. The World Bank reports state that women in India are much less likely to work or actively seek employment.

But why are women leaving or unwilling to participate in the workforce at such alarming rates?

Experts suggest that unequal and non-equitable workspaces might be a contributing factor. An equitable workforce is one where everyone has equal opportunities to succeed, regardless of their gender, race, ethnicity, sexual orientation, or other demographic factors. This means that everyone has access to the same resources, training, and opportunities for advancement. It also means that everyone is treated with respect and dignity, and that there is no discrimination or harassment.

When we talk about equitability in workspaces, the conversations are hurried and often refer to tokenism rather than actionable change. Despite legal and social interventions, workplaces are filled with instances of casual sexism and misogyny.

Starting from the gender gap, harassment, discrimination, motherhood penalty, and much more – women have seen it all.

Achieving equitability in workforces in a country like India requires a multi-faceted and directed approach. Here are some actionable and key initiatives that can help:

Go beyond just a seat at the table and ensure that voices are heard

Many workplaces believe that providing women with a seat at the executive table is equivalent to empowering them. However, this mere gesture often falls short of its intended purpose.

Research and conversations with numerous female executives reveal a recurring pattern: their contributions are frequently dismissed or undervalued compared to those of their male counterparts holding similar positions. Despite the increasing prevalence of stringent HR policies and guidelines promoting inclusion and respectful treatment of female employees, a significant gap exists between policy and practice. This gap, while not yet formally documented in Indian research, is readily observable.

Thus, the first step towards making female colleagues feel appreciated and valued is to treat their suggestions with the same seriousness and consideration as those of their male counterparts. Creating an environment where women feel heard is paramount.

Don't expect women to always transcend their job descriptions

In the Indian workplace, women often face unspoken expectations to exceed their job descriptions and prove their worth twic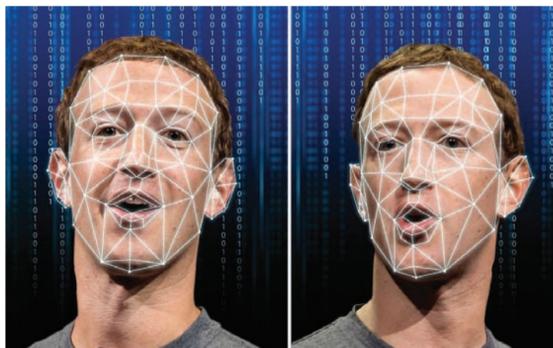e as much as their male counterparts. This often translates into taking on additional tasks, covering for absent colleagues, or filling vacant positions without any additional compensation. This phenomenon, largely absent for male colleagues, stems from an inherent bias that perceives women as more readily available and obliging.

To address this issue, it's crucial to re-evaluate task distribution and ensure that additional responsibilities are shared equitably among all employees, regardless of gender. This will not only foster a fairer work environment but also alleviate the burden on female employees.

Maintain professional and ethical boundaries

The concept of boundaries is often loosely defined in workplaces, leaving many women feeling uncomfortable or disrespected. It's essential to establish clear professional boundaries and avoid making personal inquiries that extend beyond the scope of work. Creating a comfortable and respectful team environment ensures that women feel valued and their boundaries are respected.

Have strong HR Policies and POSH Committees

A safe and secure work environment is a fundamental right for all employees. Companies and organizations are responsible for providing such an environment, including implementing policies that advocate for women's rights and well-being. These policies not only protect women but also align with the company's values and contribute to the broader movement for women's empowerment.

Push for pay equity

Addressing the gender pay gap requires a conscious effort to compensate employees based on their experience, skills, and contributions rather than their gender. Therefore, strive toward creating rational pay scales while ensuring transparency in salaries.

If the Indian economy aims to grow and achieve its set targets, it's critical to empower the voices of women and address the institutional barriers that hinder their path. Businesses must proactively dismantle the persistent undercurrents of discrimination that impede women's advancement. By harnessing the full potential of all talent, we can foster greater profitability, equity, and a more just world.

Deepfake has become a Major Concern

Nandini Agarwal

New Delhi: Deepfakes are fake videos created using digital software, machine learning and face swapping. Deepfakes are computer-created artificial videos in which images are combined to create new footage that depicts events, statements or action that never actually happened.

Deepfake videos are produced using a combination of encoder and decoder networks, often within the framework of a Generative Adversarial Network (GAN). About 58% of people who viewed a fake news video on an instant messaging smartphone app believed the video was real, compared to 48% of the people who heard the same story in audio format. While only 33% of the audience who read the story as text found the information credible.

Ways to Spot Deepfake
- Facial expressions and anomalies
- Surroundings
- Verify the source
- Audio discrepancies

The Ministry of Electronics and Information Technology has issued its latest Advisory dated November 07, 2023 directing the social mediato ensure that due diligence is exercised and reasonable efforts are made to identify misinformation and deepfakes, in particular, information that violates the provisions, rules and regulations and/or user agreements. It has instructed that such cases are expeditiously dealt with in a time-bound manner.Over 650 news channel are under operation today andpeople are creating fake videos to grab attention and create confusion in society. During a speech, PM Modi Ji highlighted and discussed the challenges surroundingAI and its implications in India. He believes that there's a need for more awareness around AI. The Prime Minister also suggested that the AI leaders should use 'AI-generated' label for the contentcreated using their tools. The best example is TikTok that had previously banned deepfakes that misled viewers about real-world events and caused harm.

Effect of Deepfake on Society
- Manipulate public opinion
- Business Propaganda
- Financial Fraud
- Relationship problem

Example of Deepfake videos
Tom Cruise Deepfake on TikTok:
The videos that showed Tom Cruise's face on someone else's body. These deepfakes were hugely popular, especially the ones of Tom that led a whole community to follow a fake account on TikTok.

Modi Ji Dancing on Gujarati Song:
A video where Modi Ji appeared to be performing the traditional Gujarati dance, GarbaSuch deepfake videos can be misleading and have serious consequences for the society at large.

विश्वविद्यालयों की खबरें

मोक्षा त्यागी

राज्यहित में एक शोध होना जरूरी

उत्तराखंड राज्यपाल जनरल गुरमीत सिंह ने प्रदेश के सभी विश्वविद्यालयों के कुलपतियों की बैठक में निर्देश दिए कि प्रत्येक विश्वविद्यालय में वन यूनिवर्सिटी-वन रिसर्च पर आधारित एक शोध ऐसा होना चाहिए जो राज्यहित में हो। एक वर्ष के अंदर इसकी विस्तृत रिपोर्ट प्रस्तुत करें। शोध के आधार पर तैयार दस्तावेज को सरकार के साथ साझा किया जाएगा जिससे वह भौतिक रूप से लागू हो सके और लोगों को इसका लाभ मिल सके। राज्यपाल ने यूटीयू की ई-लाइब्रेरी का भी शुभारंभ किया। तकनीक के इस दौर में ई-लाइब्रेरी का होना बेहद आवश्यक है।

क्यूएस वर्ल्ड यूनिवर्सिटी की रैंकिंग जारी

उच्च शिक्षा विशेषज्ञ क्यूएस वर्ल्ड यूनिवर्सिटी की ओर से सर्वाधिक अंतरराष्ट्रीय विश्वविद्यालय रैंकिंग का 20 वां संस्करण जारी किया गया है। इस रैंकिंग को शिक्षा व शोध का बड़ा मानक माना जाता है।

क्यूएस वर्ल्ड यूनिवर्सिटी की तरफ से प्रत्येक वर्ष शीर्ष 1000 विश्वविद्यालय एवं शैक्षणिक संस्थाओं की सूची जारी की जाती है। इसके तहत शैक्षणिक प्रतिष्ठा, नियोक्ता प्रतिष्ठा, छात्र- शिक्षक अनुपात, शोध कार्य आदि का आकलन किया जाता है।

विश्वविद्यालय रैंकिंग में इस बार देश के 148 संस्थाओं ने जगह बनाई है। इलाहाबाद विश्वविद्यालय एशिया में 701 – 750 रैंकिंग बैंड में जगह बनाने में सफल रहा है। भारतीय सूचना प्रौद्योगिकी संस्थान (ट्रिपल आईटी) और मोतीलाल नेहरू राष्ट्रीय प्रौद्योगिकी संस्थान (एमएनएनआईटी) ने शीर्ष 1000 की सूची में जगह बनाई है।

उत्तर पुस्तिकाओं के ऑनलाइन मूल्यांकन के लिए एक सॉफ्टवेयर

मुंबई विश्वविद्यालय ने इस सेमेस्टर की उत्तर पुस्तिकाओं के ऑनलाइन मूल्यांकन के लिए केवल एक सॉफ्टवेयर मैग्नेटिक इन्फोटेक का उपयोग करने का निर्णय लिया है। विश्वविद्यालय ने विश्वविद्यालय का लक्ष्य पिछली परीक्षाओं में कई सॉफ्टवेयरों के उपयोग के कारण कमी अर्जकता से बनाया है जिसके परिणाम स्वरूप परिणाम में गड़बड़ी और देर हुई। मैग्नेटिक इन्फोटेक के सॉफ्टवेयर में अतिरिक्त सुविधाएं हैं जो स्कैनिंग प्रक्रिया को सुविधाजनक बना सकती हैं। इसमें उत्तर शीट को स्कैन करके सॉफ्टवेयर पर अपलोड किया जाता है और फिर शिक्षकों द्वारा ऑनलाइन मूल्यांकन किया जाता है।

The Evolution of Writing Tools

Radhika

New Delhi: Imagine a world where words danced across the page, brought to life by the rhythmic symphony of typewriter keys. Fast forward to today, where sleek and portable tablets have become our companions in the realm of written expression.

With the rise of word processors, the traditional typewriter began to lose its dominance. Word processors not only offered the convenience of editing and revising text but also paved the way for a more efficient writing process. The transition, though gradual, set the stage for the next revolution in writing tools, the tablet.Tablets, with their touchscreens and portability, represent a fusion of convenience and versatility. The tactile experience of typing on a physical keyboard is replaced by the responsiveness of a virtual one. This shift allows for a more dynamic and adaptable writing experience, catering to the needs of students in an increasingly digital academic landscape. The Integration of tablets into education brings forth a myriad of advantages. The convenience of carrying an entire library in a single device.Moreover, the accessibility features of tablets open up new avenues for inclusive learning. Students with diverse learning needs can benefit from text-to-speech functionalities, adjustable font sizes, and other customization options.

The evolution from typewriters to tablets mirrors the broader technological shifts shaping our world. While typewriters symbolize a bygone era of tangible craftsmanship, tablets represent digital innovation in education. As we navigate this transition, it is essential to appreciate the rich history of writing tools while embracing the boundless possibilities that the future holds.

Sudoku

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

सनातन पर हमले का शाप

लोकसभा में जम्मू-कश्मीर से जुड़े दो बिलों पर चर्चा के दौरान आईएनडीआईए एलायंस के प्रमुख सहयोगी दल डीएमके सांसद डीएमके सेंथिलकुमार ने सनातन धर्म पर अत्यंत आपत्तिजनक टिप्पणी की। उन्होंने कहा कि इस देश के लोगों को सोचना चाहिए कि बीजेपी की ताकत सिर्फ हिन्दी हार्टलैंड राज्यों में चुनाव जीतने की है। उत्तर के इन राज्यों को हम सामान्य तौर पर 'गौमूत्र राज्य' कहते हैं। दक्षिण के तमिलनाडु, केरल, कर्नाटक, तेलंगाना में बीजेपी का कोई वजूद नहीं है। सेंथिल के इस बयान पर लोकसभा में जमकर हंगामा हुआ। हम यह देख रहे हैं कि कुछ नेता और सियासी दल सनातन धर्म पर लगातार हमलावर हो रहे हैं। सनातन के विरोध में पहले सपा नेता स्वामी प्रसाद मौर्य रामचरित मानस की कुछ चौपाइयों पर आपत्तिजनक टिप्पणी की, फिर तमिलनाडु के मुख्यमंत्री एमके स्टालिन के बेटे उदयनिधि ने डेंगू-मलेरिया से सनातन की तुलना कर इस मामले में आग लगाई। नेता सनातन के विरोध में जहर उगले जा रहे हैं। इस सूची में अब डीएमके के दूसरे नेता के पोनमुडी और ए राजा भी शामिल हो चुके हैं। लेकिन हैरानी की बात यह है कि ये सारे नेता 'इंडिया' गठबंधन का हिस्सा हैं। लेकिन इतने संवेदनशील मुद्दे पर उनके शीर्ष नेता अभी तक चुप्पी साधे हुए हैं।

सवाल यह है कि सनातन का इस तरीके से अपमान करने के पीछे सियासी दलों का कोई हिडेन एजेंडा है? क्या विपक्षी दलों के पास चुनाव में मुद्दों का टोटा हो गया है? अहम सवाल यह भी है कि क्या इंडिया एलायंस का गठन सनातन धर्म का विरोध करने और सनातन धर्म को खत्म करने के लिए हुआ है?

'सनातन' का अर्थ है – शाश्वत या 'सदा बना रहने वाला', यानी जिसका न आदि है न अन्त। सनातन धर्म जिसे हिन्दू धर्म अथवा वैदिक धर्म के नाम से भी जाना जाता है। इसे दुनिया के सबसे प्राचीनतम धर्म के रूप में भी जाना जाता है। भारत की सिंधु घाटी सभ्यता में हिन्दू धर्म के कई चिह्न मिलते हैं। यह धर्म, ज्ञात रूप से लगभग 12000 वर्ष पुराना है जबकि कुछ पौराणिक मान्यताओं के अनुसार हिंदू धर्म 90 हजार वर्ष पुराना है। सनातन पर आपत्तिजनक टिप्पणी करने वालों की लंबी फेहरिस्त है। सपा नेता स्वामी प्रसाद मौर्य द्वारा हिंदू धार्मिक ग्रंथ रामचरितमानस पर आपत्तिजनक टिप्पणी के मामले अलग अलग जिला अदालतों में मामले की सुनवाई भी चल रही है। अदालत का भी मानना है कि मौर्य की बेतुकी टिप्पणी से देश–विदेश के कई हिंदू भाई–बहनों की आस्था को ठेस पहुंचाया गया है। सनातन धर्म के खिलाफ सबसे ज्यादा बोलने वाले नेताओं में इंडिया गठबंधन में शामिल डीएमके के नेता हैं। डीएमके सांसद और पूर्व केंद्रीय मंत्री ए राजा ने हिंदू धर्म को कथित तौर पर भारत के साथ–साथ पूरी दुनिया के लिए खतरा बताया है। तमिलनाडु के शिक्षा मंत्री पोनमुडी ने कहा, 'इंडिया' गठबंधन का गठन ही सनातन धर्म को खत्म करने के लिए हुआ है। यही नहीं, उदयनिधि की 'सनातन धर्म को खत्म कर देना चाहिए' वाली टिप्पणी पर कांग्रेस के राष्ट्रीय अध्यक्ष मल्लिकार्जुन खड़गे के बेटे एवं कर्नाटक के मंत्री प्रियांक खड़गे ने सनातन की तुलना कोरोना, डेंगू और मलेरिया जैसी बीमारियों से कर दी। सीपीआई नेता डी राजा पर भी सनातन के खिलाफ टिप्पणी के आरोप लगे हैं। सीपीआई के डी राजा कहते हैं – 'उदयनिधि ने जो कहा, उसमें कुछ भी गलत नहीं है। सनातन के विरुद्ध लड़ाई वैचारिक है।' इसके अलावा कर्नाटक के गृह मंत्री जी परमेश्वर ने टिप्पणी की कि हिंदू धर्म का जन्म कब हुआ पता नहीं। बिहार के शिक्षा मंत्री चंद्रशेखर। रामचरितमानस नफरत फैलाने वाला ग्रंथ बताया। राजद नेता जगदानंद सिंह ने यहां तक कह दिया कि राम मंदिर नफरत की जमीन पर बन रहा है। आम आदमी पार्टी के नेता गोपाल इटालिया का कहना है कि मंदिर और कथाएं शोषण का घर हैं। वास्तविकता तो यह है कि सनातन धर्म को लेकर विपक्षी गठबंधन 'इंडिया' का सुनियोजित एजेंडा चला रहा है। 'पोनमुडी का यह बयान कि I-N-D-I-A' गठबंधन का गठन ही सनातन धर्म को खत्म करने के लिए हुआ है न केवल गठबंधन के हिडेन एजेंडे को स्पष्ट भी करता है, बल्कि यह उसकी मंशा को भी स्पष्ट करता है। लेकिन मुझे लगता है कि हमलावर होने वाले नेताओं को सनातन का शाप मिलना शुरू हो गया है। स्वामी प्रसाद मौर्य की मुश्किलें पहले ही बढ़ चुकी हैं। आपत्तिजनक टिप्पणी करने और पवित्र ग्रंथ रामचरित मानस की प्रतियां जलाने के मामले में जनता के विरोध का सामना तो उनको करना ही पड़ रहा है लेकिन अदालत से भी उनको राहत मिलने की उम्मीद नहीं दिख रही। पांच राज्यों के विधानसभा चुनावों में जिस तरीके से कांग्रेस और अन्य दलों को शिकस्त मिली है, वह सनातन पर टिप्पणी करने वालों को स्पष्ट संकेत है। यही नहीं, कांग्रेस नेता प्रमोद कृष्णम खुद कहते हैं कि अगर कांग्रेस और अन्य नेताओं की ऐसी ही हरकतें रहीं तो बीजेपी गौमूत्र वाले राज्यों में ही नहीं बल्कि सांढ वाले राज्यों में भी चुनाव जीतेगी।

Developing a Loyal and Productive Workplace

The best leaders are the ones who inspire their team to perform at the highest level possible – which is never accomplished with an iron-fist style of management. Respect is one of the most fundamental human behaviours, and it yields the best results.

The notion of leadership has changed in the context of the dynamically changing workplace. A more comprehensive and compassionate approach to leadership is replacing the traditional authoritarian style, propelled by the science of neuroleadership and our growing understanding of human behaviour. The "Respect Effect" is a key component of this transformation. This article explores how companies might use neuro leadership concepts to emphasise respect in order to create a more devoted and effective work environment.

"The Respect Effect: Developing a Loyal and Productive Workplace Using the Science of Neuroleadership" emphasizes the pivotal role of respect in driving organizational development with the assistance of neuroleadership principles. This respect effect can be profoundly beneficial for an organization in several ways.

First and foremost, a culture of respect, as guided by neuroleadership, promotes employee well-being. When leaders treat their team members with respect, it triggers positive neurological responses in the brain, leading to reduced stress levels and improved mental and emotional health. This, in turn, results in a more motivated and engaged workforce, leading to higher productivity and lower turnover rates.

Respect also nurtures a sense of trust and safety among employees, fostering open communication and collaboration. In a neuroleadership-informed organization, team members feel safe to share ideas, voice concerns, and contribute their unique perspectives. This inclusivity can lead to more creative problem-solving and innovation, as the brain is better equipped to think critically and work effectively in such an environment.

Moreover, neuroleadership principles emphasize the importance of clear and constructive feedback. Leaders who integrate respect into their feedback processes facilitate the brain's capacity for learning and growth. Employees are more likely to absorb and apply feedback when it is delivered with respect, ultimately enhancing their performance and development.

Additionally, the respect effect plays a key role in fostering loyalty inside a company. Respected leaders have a higher chance of keeping their staff members engaged and committed to their jobs, which lowers attrition and recruitment expenses. Dedicated workers may also take on the role of brand ambassadors, enhancing the company's external perception.

In conclusion, companies looking to further their development can gain a strategic edge by combining the respect effect with neuroleadership.

Nidhi Srivastava

Utilizing Neuroscience Priciples for Creating an Optimal Workplace Environment

By delving into the neuroscience of human interaction, Meshanko elucidates the profound impact of interpersonal treatment on our brains. When we experience respect, our brains become highly activated, leading to peak performance. Conversely, disrespect triggers primitive survival responses, causing our cognitive processes to stagnate. In this state, we become less effective and productive in our professional roles. "The Respect Effect" is a potent addition to the toolkit of organizational leaders, offering invaluable insights for guiding companies, managing change, and boosting productivity.

Work environments that consistently prioritize and foster respect witness increased employee engagement. In contrast, disrespectful workplaces experience a notable decline in productivity, along with disheartened employees who are motivated solely by a pay check. Meshanko compellingly advocates for the significance of respect and emphasizes that the transformation to a more civil work environment should commence with company leadership. Through real-life examples and case

Organisations can cultivate a work climate that enhances employee well-being, promotes innovation, collaboration, and loyalty, and ultimately leads to long-term growth and success by placing a high priority on respect in leadership practises.

studies, Meshanko illustrates the functioning of both respectful and disrespectful organizations, occasionally using pseudonyms to protect privacy.

This article goes beyond the workplace, as the principles of respect extend to all aspects of people's lives, offering a unique opportunity to positively reshape our culture.

12 RULES OF RESPECT

- Pay attention to your nonverbal and para-verbal cues.
- Develop a sense of curiosity regarding the viewpoints of others.
- Assume that everyone possesses expertise in some domain.
- Enhance your listening skills by refraining from inserting "but" into your responses.
- Look for opportunities to connect with and support others
- When you hold differing opinions, clarify your reasons.
- Be on the lookout for opportunities for personal growth, adaptation, and transformation.
- Learn to acknowledge when you're mistaken from time to time.
- Never hesitate to offer an apology when necessary.
- Actively engage with others in ways that bolster their self-esteem.
- Show consideration for the timing when sharing your comments.
- Smile!

The Silent Struggle Behind the Veil of Panic Attacks

New Delhi: It is important to understand that depression, anxiety, and panic attacks are not mere figments of one's imagination, but rather signs of a possible underlying mental health issue or past trauma experienced by an individual at any point in their life. Studies suggest that as many as one in three individuals may experience some form of mental health disorder at some point in their life. Experiencing a panic attack can be an overwhelming and distressing experience, often accompanied by intense fear, racing thoughts, and physical symptoms such as a rapid heartbeat or shortness of breath. It's crucial to reach out for support from friends, family, or a mental health professional if you're dealing with panic attacks. Don't hesitate to seek help as it can make a significant difference in managing your symptoms and improving your overall mental health.

Shreya Kumari

Experiencing a panic attack can be incredibly difficult. It can bring on intense physical and emotional symptoms, such as a racing heart, shortness of breath, trembling, dizziness, and an overwhelming sense of fear. It's not uncommon to feel detached from reality and unable to focus during these moments. Panic attacks can have a significant impact on your daily life and relationships, but it's important to know that help is available. Seeking the guidance of mental health professionals and developing coping strategies can greatly aid

in managing these attacks. Remember, you're not alone in this struggle. It's important to understand that anxiety can exacerbate panic attacks by triggering a heightened state of agitation in the body. However, by recognizing the physiological response and learning coping mechanisms, it's possible to break the cycle of anxiety and panic. When anxiety levels rise, the body releases stress hormones, such as adrenaline, preparing for a "fight or flight" response. By practicing relaxation techniques and seeking professional help, it's possible to manage anxiety and prevent panic attacks from escalating. Remember, you have the power to take control of your anxiety and live a fulfilling life. Depression and panic attacks are often intertwined, and it's important to recognize the complex relationship between the two. Depression can heighten anxiety levels, making individuals more susceptible to panic attacks. Feelings of hopelessness or despair can trigger the body's "fight or flight" response, which characterizes panic attacks. Moreover, the physical and emotional toll of depression can sensitize the nervous system, making it more reactive to stressors that might lead to panic. Seeking professional help is crucial to effectively address both conditions. Don't hesitate to take action and get the help you need to manage your symptoms and improve your quality of life.

INTERESTING FACTS ABOUT PANIC ATTACK
- As compared to men, women are more likely to go through panic attacks.
- The average duration of these attacks is 3-4 minutes.
- In most cases panic attack is the result of childhood trauma.
- Many people commit suicide or indulge in alcohol addiction to overcome those triggers.

SYMPTOMS OF PANIC ATTACKS
- An immediate overwhelming fear of death, or losing control over oneself.
- Sweating, dizziness, a shortening of breath, nausea, and palpitation.
- Numbness or tingling sensation
- Headache
- Feeling of detachment and unreality
- Faintness, chest pain, and hot flashes.

World AIDS Day : Breaking Barriers, Building Bridges

World AIDS Day, observed on December 1st each year, stands as a poignant reminder of the global fight against HIV/AIDS. This day serves not only to commemorate the lives lost to the virus but also to celebrate the progress made in research, treatment, and destigmatization. As we mark another World AIDS Day, it is crucial to reflect on the achievements and challenges in the ongoing battle against HIV/AIDS.

Global Progress and Challenges: Discuss the global epidemiological landscape, highlighting both progress and persistent challenges. Explore the impact of prevention strategies, treatment accessibility, and the role of awareness campaigns.

The Power of Prevention: Examine the success stories and ongoing challenges of prevention efforts, including condom distribution, educational programs, and the promotion of safe practices. Spotlight innovative prevention methods like pre-exposure prophylaxis and their impact on reducing new infections.

Treatment Advances: Showcase the evolution of antiretroviral therapy (ART) and its transformative impact on the lives of individuals living with HIV/AIDS. Discuss the importance of early detection, adherence to treatment, and the potential for new therapeutic developments.

Addressing Stigma and Discrimination: Explore the persistent stigma and discrimination faced by those affected by HIV/AIDS and the efforts to reduce prejudice and foster inclusivity. Highlight community-based initiatives that promote understanding and support for individuals living with the virus. Vulnerable Populations: Investigate the unique

Dr Umesh Kumar

challenges faced by vulnerable populations, including women, children, sex workers, and the LGBTQ+ community. Discuss the importance of tailored interventions and inclusive healthcare practices. Innovations and Future Outlook: Explore promising developments in HIV/AIDS research, such as vaccine trials, gene therapies, and advancements in testing technologies.

Discuss the potential for global collaborations and partnerships to further advance the HIV/AIDS agenda.

COVID-19 and HIV/AIDS Intersection: Address the intersection of the COVID-19 pandemic with the ongoing HIV/AIDS epidemic, emphasizing the importance of maintaining focus on both public health crises.

Community Engagement and Activism: Celebrate the role of community engagement, grassroots activism, and advocacy in shaping policies and programs. Encourage continued collaboration between governments, NGOs, and the private sector to strengthen the global response.

As we commemorate World AIDS Day, let us renew our commitment to breaking down barriers and building bridges of understanding, support, and compassion.

The journey towards an AIDS-free world requires collective effort, persistent research, and an unwavering dedication to ensuring that no one is left behind in the pursuit of global health equity.

World AIDS Day holds immense significance as a global observance dedicated to raising awareness, combating stigma, honoring those affected by HIV/AIDS, and fostering collective efforts to eliminate the virus.

Asian Paints Share in Indian Market

Asian Paints Ltd., a leading Indian multinational paint company, has established itself as a dominant force in the Indian paint industry, capturing an impressive 53% market share. This remarkable achievement is the result of a strategic combination of factors, including a deep understanding of the Indian market, a commitment to innovation, and a customer-centric approach. In this article, we delve into the strategies and tactics that have propelled Asian Paints to the forefront of the Indian paint industry, providing insights into how they have outmanoeuvred their competitors to achieve such an enviable position.

The Indian paint industry is a dynamic and rapidly growing market, valued at an estimated INR 1.2 lakh crore (USD 15.2 billion) in 2022. The industry is characterized by a high degree of fragmentation, with many regional and national players competing for market share. Asian Paints, however, has managed to stand out from the crowd, consistently outpacing its rivals and establishing itself as the undisputed leader.

Manish Kumar

Asian Paints' success can be attributed to a well-defined and multifaceted growth strategy that has enabled them to adapt to the evolving needs of the Indian market. The company's strategy has been built on key pillars:

Deep Market Understanding: Asian Paints has a deep understanding of the Indian consumer, their preferences, and their evolving aspirations. This understanding has enabled them to tailor their products and marketing strategies to resonate with the Indian market.

Innovation: Asian Paints has a strong focus on innovation, constantly introducing new products and technologies to stay ahead of the competition. The company has a dedicated research and development team that is constantly working on developing new paints, coatings, and adhesives that meet the specific needs of Indian consumers.

Customer-Centric Approach: Asian Paints is committed to providing its customers with a superior experience. The company has a strong network of dealers and distributors across India, ensuring that its products are easily accessible to consumers. Additionally, Asian Paints has invested heavily in customer service and support, ensuring that its customers are well-informed and satisfied.

Brand Building: Asian Paints has built a strong brand reputation in India, becoming synonymous with quality and innovation. The company has invested heavily in brand building initiatives, including advertising, sponsorships, and public relations.

Acquisitions and Expansions: Asian Paints has also grown through strategic acquisitions and expansions. The company has acquired several regional paint companies in India, expanding its reach and market share. Additionally, Asian Paints has expanded its international presence, entering new markets in Asia, Africa, and the Middle East. The Indian paint industry is a highly competitive market, with several major players vying for market share. Asian Paints' main competitors include:
- **Berger Paints India Ltd.**
- **Nippon Paint India Pvt. Ltd.**
- **JSW Paints Ltd.**
- **Sherwin-Williams India Pvt. Ltd.**
- **AkzoNobel India Ltd.**

These companies have all implemented their own strategies to compete with Asian Paints. However, Asian Paints has managed to maintain its market leadership through a combination of its strong brand reputation, innovative products, and customer-centric approach.

Asian Paints has implemented several successful strategies that have contributed to its market dominance. Some notable examples include:
- Introduction of Royale Play: Asian Paints introduced Royale Play, a premium emulsion paint, in 2007. The product was targeted at young, aspirational consumers and was a huge success, helping to consolidate Asian Paints' position in the premium paint segment.
- Launch of Apcolite: Asian Paints launched Apcolite, a water-based exterior paint, in 2014. The product was targeted at rural consumers and was priced competitively, making it an attractive option for budget-conscious buyers.
- Expansion into Retail: Asian Paints has expanded its presence in the retail segment, opening a chain of exclusive paint stores called Asian Paints Color Express. These stores offer a wide range of products and services, providing consumers with a convenient and hassle-free shopping experience.

Asian Paints' success in the Indian paint industry is a testament to its strong leadership, innovative strategies, and deep understanding of the Indian market. The company has set a high standard for its competitors and is well-positioned.

Persistence is the Key to Success: Alumni

Alumni Corner

Sanskriti Gauba

Aman Maheshwari

Ghaziabad: In this interview, Aman Maheshwari talks about his experience at IMS Ghaziabad, University Courses Campus. He ruminates aboutthe timehe spentasa studentin collegeand everything he has learnt on campus that has enabled his career growth. Aman Maheshwari is an alumni of IMS Ghaziabad University CoursesCampus, BBABatch, 2012-2015 and PGDM 2015-2017 (Marketing and Finance) and is presently working on aFellow Program in Management OB & HR at FORE School of Management, New Delhi

Can you tell me about your experience at IMS?

It has been a completely gamechanging experience for me. I got into IMS in 2012. It was the year that completely changed my life. The course curriculum was good and the faculties were really nice. We were provided with every necessity and the campus was well equipped with all modern amenities. Apart from academics, extra- curricular activities, events and fests also happened and we really enjoyed taking part in it and learnt a lot.

What skills did you develop in college that helps you in your current profession especially when you deal with so many people in daily life?

There are 3 skills that are really important and that I've developed from IMS

1. Having patience in whatever you are doing.
2. You should be persistent and keep working hard for what you want to achieve in future
3. You should be confident enough to communicate with other people, put in a lot of hard-work and just focus in the right direction

Since you've done both UG and PG from IMS, how different was your experience as an UG and PG student?

Yes, there was actually a difference between UG and PG courses. UG actually built my base when it comes to management. I actually learnt all the subjects and cleared my base. UG gave more options and opportunities to explore when it comes to academics and extracurricular and other activities. The UG course has actually helped prepare the foundation of my career. However, I also enjoyed the PG course as it delved into advanced levels of learning and shaped my career and took me to where I am today.

What advice would you like to give the students who are new in your field?

There are 3 things that I would like to mention-
1. Listen to your heart and respect the skills that you have. Take advice from others but make your own decisions.
2. There is no shortcut. People try to find shortcuts whether it is assignments or even very small things, but shortcuts are not meant for long term purposes and they don't help or work out in the end. Smart-work and Hard-work are important.
3. Being persistent and patient is very important in what you're doing. You'll gain experience with time but you should also try to learn something from your failures, think and retrospect what you've learnt and then step ahead. Work hard on it and you'll surely be successful.

Do you remember some of your memorable moments, experiences that you had in college? Also did you find any challenges in college? If yes, how did you manage the challenges?

Talking about the challenges, yes I definitely faced some challenges like when you join a new place , you try to explore , you don't know what you've to do exactly. Challenge of accommodating themindsets of people having different personalities was definitely there. So aligning everything was very important.

DREAMS: The Fenestration to Fantasy

Shreya Kumari

New Delhi: Dreams have always been a fascinating subject in India. Many people in India believe that dreams can be prophetic and provide insights into the future.

They believe that specific symbols or events in a dream can predict upcoming events and aid in decision-making. However, there is no scientific evidence to support these claims about dreams being able to predict the future. In some Indian cultures, dreams are believed to be messages from gods or goddesses. People interpret their dreams as divine communication or guidance and often seek to understand and act upon these messages. There are various superstitions related to dreams in India as well. For instance, dreams about snakes are associated with bad luck, while dreams of temples or religious symbols are considered auspicious. These superstitions can influence the way people interpret their dreams. Some people in India believe that dreams can provide insights into their past lives or the process of reincarnation. According to Indian philosophy, dreams can reflect a person's karma, actions in past lives, or their current spiritual journey. People may analyse their dreams to understand their karmic indicators and interpret certain dream elements as connections to previous incarnations. There is a misconception that advanced practitioners of meditation and yoga can gain complete control over their dreams, including the ability to foresee the future or transcend physical limitations within dreams. It is crucial to acknowledge that the beliefs and misconceptions regarding dreams in the Indian context are firmly grounded in the country's cultural, religious, and spiritual traditions. Even though these beliefs may not be in line with scientific knowledge, they significantly impact how a large number of people in India perceive and interpret their dreams.

Did you know that men and women display unique behaviours while dreaming? This fascinating phenomenon has been extensively studied and documented, revealing that our subconscious minds may be more complex and intricate than we ever imagined. Whether you're a man or a woman, exploring the depth and complexity of your dreams can offer valuable insights into your psyche and the inner workings of your mind. So why not take the time to explore your dreams and discover what secrets they may hold?

FACTS ABOUT DREAMS

▸ **Everyone Dreams:** During a typical night's sleep, almost everyone experiences multiple dreams, even if they don't always remember them.
▸ **Dreams Occur During REM Sleep:** During the night, most vivid and memorable dreams occur several times during the Rapid Eye Movement (REM) stage of sleep.
▸ **Dreams are Often Forgotten:** Upon waking up, people tend to forget their dreams due to memory loss caused by the transition from dream to waking consciousness.
▸ **Dreams Can Be Lucid:** Lucid dreaming is a state of consciousness where the dreamer is aware that they are dreaming and can control their dream.

MYTHS ABOUT DREAMS

▸ **Dreams Predict the Future:** There is no scientific evidence to support the idea that dreams can predict future events, despite some cultures believing in prophetic dreams.
▸ **Dreams are Only About Unfulfilled Desires:** While dreams may reflect desires or fears, they can stem from a variety of sources, including daily experiences and emotions.
▸ **Dreams Only Last a Few Seconds:** Dreams during REM sleep can vary in length, sometimes lasting several minutes.
▸ **Dreams are Meaningless:** Psychologists and researchers posit that dreams offer insights into thoughts and feelings.

DREAMY FACTS
▸ We forget most of our dreams
▸ Men and women show behavioural differences while dreaming
▸ Negative dreams are most common
▸ The characters you see in your dreams are people you have met atleast once in your real life
▸ What you think before falling asleep, probably is what you see in your dreams

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धुआं नहीं रुका तो भयंकर परिणाम लिए तैयार रहें !

सरवन कोरी

नवंबर के पूरे महीने दिल्ली-एनसीआर में वायु की गुणवत्ता गंभीर अथवा बहुत ही खराब की स्थिति में लगातार बनी रही। कुछ दिन तो ऐसे भी रहें जब पूरे दिन की औसत एक्यूआई 400 से अधिक पाई गई। जिसमें पीएम 2.5 और पीएम 10 के प्रदूषक-कणों की भारी मात्रा में उपस्थिति दर्ज की गई। वायु की इतनी खराब स्थिति को लेकर डॉक्टरों का कहना है कि ऐसी हवा में सांस लेना 25 से 30 सिगरेट का सेवन करने के बराबर है। यह फेफड़ों से संबंधित गंभीर रोग का कारण बन सकते हैं।

दिल्ली की वायु की गुणवत्ता आमतौर पर पूरे साल ही खराब देखने को मिलती है। लेकिन हर साल अक्टूबर-नवंबर के महीने में वायु के प्रदूषण का स्तर होने के कारण यह बहुत ही गंभीर स्थिति में पहुंच जाती है। इसे नजरंदाज नहीं किया जा सकता।

7 नवंबर को सुप्रीम कोर्ट ने पंजाब, हरियाणा, एवं राजस्थान सरकार से वहां के किसानों के द्वारा पराली जलाने पर रोक लगाने को कहा। साथ ही दिल्ली सरकार से यह सुनिश्चित करने को कहा कि शहर में नगर निगम द्वारा किसी भी प्रकार के ठोस अपशिष्ट पदार्थ को नजला या जाए। दिल्ली सरकार इससे पहले वाहनों के द्वारा हो रहे उत्सर्जन को कम करने के लिए 13-20 नवंबर तक ऑड-इवेन योजना को लागू करने और बाद में एक्यूआई ठीक होने पर उसे स्थगित करने की घोषणा पहले ही कर चुकी है। बारिश होने के कारण प्रदूषण के स्तर में थोड़ा सुधार अवश्य हुआ लेकिन बाद में प्रदूषण का स्तर फिर बढ़ गया। इससे स्पष्ट होता है कि किसी भी प्रकार के अस्थाई समाधान से इस स्थाई समस्या को दूर नहीं किया जा सकता। इसके लिए शीघ्र व तात्कालिक एवं दूरगामी व स्थाई, दोनों प्रकार के समाधानों को एक समान नियोजित तौर पर अमल में लाने की आवश्यकता है।

आईआईटी कानपुर की एक रिपोर्ट ऐसे ही कुछ समाधानों का सुझाव दिया है। वह उसको सही तरीके से कार्यान्वित करने पर वायु प्रदूषण और उसमें मौजूद प्रदूषक तत्व जैसे 2.5पीएम और 10पीएम की मात्रा में भारी गिरावट का दावा करती है। रिपोर्ट के अनुसार दिल्ली में 9000 से अधिक होटल और रेस्टोरेंट ईंधन के रूप में कोयले का इस्तेमाल करते हैं (अधिकतर तंदूर के रूप में), जो कि फ्लाई ऐश के रूप में पीएम (पार्टिकुलेट मैटर/प्रदूषक-कण) केउत्सर्जन का एक मुख्य स्रोत है। इस पर रोक लगाकर उसके स्थान पर पेट्रोलियम गैस के इस्तेमाल को बढ़ावा देने की आवश्यकता है।

वायु की इतनी खराब गुणवत्ता के लिए वाहनों के द्वारा होने वाला उत्सर्जन सबसे बड़े कारकों में से एक है। द सेंटर फॉर साइंस एंड एनवायरनमेंट के अनुसार दिल्ली में पीएम 2.5के स्तर के निर्धारण में लगभग 51% योगदान वाहनों का है। इसलिए सार्वजनिक परिवहन पर अधिक जोर दिए जाने की आवश्यकता है। छोटी दूरियों के लिए साइकिल व उसके लिए एक समर्पित लेन के बनाए जाने को प्रोत्साहन देना चाहिए। व्यक्तिगत वाहनों के इस्तेमाल को आम जनमानस द्वारा कम से कम करने की कोशिश होनी चाहिए। और इस्तेमाल की अनिवार्यता की स्थिति में इलेक्ट्रिक वीबीएस-6 जैसे वाहनों के इस्तेमाल को प्रोत्साहित करने की आवश्यकता है।

नगरपालिका द्वारा ठोस अपशिष्ट के जलाए जाने पर भी स्थाई रूप से रोक लगाए जाने की आवश्यकता है। वर्ष 2015 में आई एक रिपोर्ट के अनुसार दिल्ली में प्रतिदिन 190-246 टन ठोस अपशिष्ट पदार्थों को जलाया जाता है। इसलिए जरूरी है कि किसी भी प्रकार के कचरे को जलाने के बजाय, उनका निवारण किसी बेहतर प्रभावी तरीकों से किया जाए।

बड़े-बड़े निर्माण कार्यों में निर्माण पदार्थों जैसे बालू, सीमेंट आदि को खुले में रखने के बजाय उनको ढंक देने से निर्माण कार्यों के द्वारा होने वाले वायु प्रदूषण में 50%तक की गिरावट देखी जा सकती है। दिल्ली में बड़े विद्युत-घर एवं परिशोधनशालाएं (रिफाइनरी) सल्फर-डाईऑक्साइड और नाइट्रोजन ऑक्साइड जैसे प्रदूषकों का उत्सर्जन करती हैं। आधुनिक डीसल्फराइजेशन जैसी प्रणालियों के इस्तेमाल से इसको रोकने की आवश्यकता है।

पेट्रोल में वाष्पशील कार्बनिक यौगिक मौजूद होतेहैं, जो पेट्रोल के भरने के दौरान हवामें लगातार विसरित होकर के स्मॉग का निर्माण करते हैं। इसलिए, हर एक पेट्रोल स्टेशन पर वाष्प पुनर्प्राप्ति प्रणाली (वेपर रिकवरी सिस्टम) को स्थापित किए जाने की आवश्यकताहै।

बायोमास के दहन को सीमित कर, उनका इस्तेमाल मशीनरों के चारे व जैविक खाद के रूप में किए जाने को प्रोत्साहित करना चाहिए। इन सभी कारकों व उनके समाधान के साथ एककारक और महत्वपूर्ण है।

भारत की राष्ट्रीय वन नीति के अनुसार आदर्शरूपमें किसी भी भौगोलिक क्षेत्रका 33% भाग वनों को समर्पित होना चाहिए। लेकिन इंडिया-स्टेट ऑफ फॉरेस्ट रिपोर्ट 2021के अनुसार दिल्ली के मात्र 13.2%भू-भाग में ही वन शेष हैं। यह देश का औसत (21.7%) से भी बहुत कम है। यह अत्यंत चिंताजनक विषय है। हाई-कोर्ट को दिए सरकारी आंकड़ों के अनुसार दिल्ली वन विभाग ने पिछले तीन सालों में शहर में विकास संबंधित कार्यों के लिए तीन पेड़ प्रति घटी की दर से 77,000पेड़ों को काटने या उनके स्थानांतरण की अनुमति दी।

हालांकि 13 जनवरी, 2022की आईएसएफआर की रिपोर्ट के अनुसार पिछले दो साल में कुल हरित आवरण 21.88% से बढ़कर 23.06% हुआ है। लेकिन कई पर्यावरणविद् इसे संदिग्ध की नजरों से देखते हैं, और गुणात्मकता के ऊपर मात्रात्मकता पर जोर देने का आरोप लगाते हैं। ऐसे शहर में जहां सांस लेना भी एक चुनौती है। ऐसे में बेहद जरूरी है कि जल्द से जल्द महत्वपूर्ण और अनिवार्य कदम उठाए जाएं। वरना वह दिन दूर नहीं कि इसके दूरगामी परिणाम बहुत ही भयावह रूप में हमें दिखाई देने लगेंगे।

Do You Know?

वंशिका सिंघल

देजा वू यानि पहले से देखा हुआ !

नई दिल्ली। देजा वू फ्रेंच शब्द है। इसका मतलब 'पहले से देखा हुआ' होता है। ये ऐसी स्थिति होती है, जब हमें लगने लगता है कि कोई घटना हमारे साथ पहले हो चुकी है। इस शब्द का इस्तेमाल पहली बार 1876 में फ्रांसीसी फिलॉसफर एमिलबोइराक ने एक पत्र में किया था। 'लाइव साइंस' की रिपोर्ट के मुताबिक, 80% लोगों को देजा वू महसूस होता है। देजा वू किसी मनोवैज्ञानिक बीमारी का संकेत नहीं है। हालांकि कुछ लोगों को स्ट्रेस की वजह से ये जल्दी-जल्दी महसूस होता है।

विज्ञान के अनुसार देजा वू वाली फीलिंग परसेप्चुअल गैप (अवधारणात्मक अंतर) या स्प्लिटपरसेपशन (विभाजित धारणा) के कारण भी आ सकता है। ये तब होता है जब हमारा दिमाग एक समय पर, एक ही तरह के सिग्नल को दो बार प्रोसेस कर लेता है। पहली बार में हमारा कॉन्शियस माइंड इस सिगनल पर ध्यान नहीं दे पाता है। इसके तुरंत बाद दोबारा जब सिगनल मिलता है तो देजा वू वाली फीलिंग आती है, क्योंकि हमें पहला सिगनल याद ही नहीं रहता। कुछ एक्सपर्ट्स के अनुसार हम वो सपने देखते हैं जो भविष्य में होने वाली स्थिति प्रिडिक्ट करते हैं, लेकिन हमारा मस्तिष्क उसे कई बार एक असल याद की तरह स्टोर कर लेता है, फिर ऐसा लगता है के वह घटना पहले भी हो चुकी है। एक इंटरेस्टिंग थ्योरी है मैट्रिक्स थ्योरी, इसके अनुसार हम सभी मानव एक असल ब्रह्मांड में नहीं रहते हैं बल्कि एक कंप्यूटर से जुड़े ब्रह्मांड में रहते हैं, इसके अनुसार देजा वू उस ब्रह्मांड में होने वाली ग्लिच के कारण होता है। कुछ लोगों का कहना है कि कई बार हम प्रातःकाल में कुछ सपने देखते हैं जो असल में हमारे साथ नहीं घटित होते। पर कुछ समय बाद वही घटना, जो हमने सपने में देखी होती है, असल जिंदगी में हमारे साथ घट जाती है, फिर हमें अपना असल सपना तो याद नहीं रहता पर ऐसा लगता है जैसे यह पल पहले बीत चुका है और आज दोबारा हो रहा है। यह फीलिंग शॉर्ट टर्म मेमोरी लॉस की वजह से भी आ सकती है।

नई किताब

BOOK – The Secret Hours

Divyanshi Mittal

Book Name: The Secret Hours
Author: Mick Herron
Genre: Thriller, Crime-Detective, Mystery, Historical
Pages: 398
Publisher: Baskerville
Publication Date: 14 Sept, 2023
Language: English
Price: Rs. 1799 (Hardcover)

The Secret Hours is Mick Herron's new standalone spy thriller. It is a gripping thriller from the author of Slow Horses, the No.1 Sunday Times Bestseller.

Two years ago, the Monochrome inquiry was set up to investigate the British secret service. Monochrome's mission was to ferret out misconduct, allowing the civil servants seconded to the inquiry, Griselda Fleet and Malcolm Kyle, unfettered access to confidential information in the service archives. But with progress blocked at every turn, Monochrome is circling the drain until the OTIS file appears out of nowhere.

What classified secrets does OTIS hold that see a long-redundant spy being chased through Devon's green lanes in the dark? What happened in a newly reunified Berlin that someone is desperate to keep under wraps? And who will win the battle for the soul of the secret service - or was that decided a long time ago?

While The Secret Hours is billed as a standalone novel, it is really more of a lean-to, or even an extension. Among the new faces there are plenty of familiar names, storylines reappear in one guise or another and the world is still populated by the joes and the dogs and the milkmen and the rest of the glossary of Herron's Spook Street. Spies and pen-pushers, politicians and PAs, high-flyers, time-servers and burn-outs.

They all have jobs to do in the daylight. But what they do in the secret hours reveals who they really are.

The Secret Hours is a dazzling entry point into Mick Herron's body of work, a standalone spy thriller that is at once unnerving, poignant, and laugh-out-loud funny. It is also the breathtaking secret history that Slough House fans have been waiting for.

News Brief

Laxmi Poojan@ IMSEC

Ghaziabad (IMS News Service) : Like every year, IMS Engineering College illuminated with joy during the Laxmi Puja organized to mark the spirit of Diwali. The ceremony, filled with divine blessings and positive energy, brought our campus community together in celebration. As we seek the grace of Goddess Laxmi for prosperity and abundance, these moments of togetherness become a beacon of light. The Management, Director, faculties and the staff of IMSEC participated in the poojan with great enthusiasm.

IMSEC Received 4 Star Rating in the Institution's Innovation Council

Ghaziabad (IMS News Service) : It's is a matter of great delight that IMS Engineering College has received a prestigious 4-star rating out of 5 in the Institution's Innovation Council (IIC), 2022-23. This achievement fills us with pride and reflects our commitment to fostering innovation and academic excellence. Big thanks to our dedicated team and supporters for making this possible. Innovation and entrepreneurship development are the core beliefs of the IMS Engineering College.

Nukkad Natak on Anti-Corruption

Ghaziabad (IMS News Service) : Unleashing the Power of Drama: Nukkad Natak takes Center Stage at our College! Under Vigilance Awareness Week to make people aware about Anti-corruption - A "Nukkad-Natak" activity was organized by MBA Department at IMSEC Ghaziabad, over the theme "Say no to corruption commit to the nation" in which students participated actively and wholeheartedly. Nukkad-Natak's were performed by the students to portray the sprawling roots of corruption in the society.

Department of Computer Science & Design Organized Web Wizard Showdown

Ghaziabad (IMS News Service) : Department of Computer Science & Design, IMSEC Ghaziabad organized a Web Wizard Activity for the students of second- & third-year CS/CSD/CSE/AIML. Mr. Nikhil Gupta, Assistant Professor, Department of Computer Science coordinated the session. The objective of the event was to provide knowledge about valuable insights into Innovation& Design Thinking to the students. It was a very informative and knowledgeable activity.

A Session on Entrepreneurship and Start-up

Ghaziabad (IMS News Service) : The Information and Technology Department in collaboration with the Institution's Innovation Council (IIC) of IMS Engineering College, hosted a session on "Entrepreneurship and Start-up at BDPS Memorial Higher Secondary School in Indergarhi, Ghaziabad . Dr. S. N. Rajan, Professor & Head IT Department, served as the Speaker & Coordinator, discussing the Entrepreneurship skills with start-up ideas and motivated students to work towards it. He outlined the entrepreneurship process, various steps of start up, and support systems.

Workshop on Unveiling Industry Insights: Unlocking the Power of Managerial Communication

Ghaziabad (IMS News Service): Institute of Management Studies (IMS)- Business Schoolshared glimpse from Industry Interactive Series on the topic "The Impact of Managerial Communication on Learning and Career Success" byDrTazyn Rahman, an expert specialized in NLP, Communication, and Life Coaching, with over 15 years of academic and industry experience. The session was packed with real world insights and experiential learning on effective communication, confidence and power of Visualization. Sharing our heartfelt gratitude to Dr.TazynRehman for her insightful presence and sharing the words of wisdom.

Freshers' Party: PRARAMBH 2K23

IMS News Service

Ghaziabad: Marking the commencement of new beginnings, Prarambh 2K23, the freshers' party of IMS Engineering College , was a remarkable affair. The distinguished chief guests, Mr. Kaushlendra Kumar, Dy. Regional Manager at Bank of Baroda (Noida Region), Ms. Sugandha Sharma, LEAD-IT APAC (New Delhi), and Mr. Sarthak Malakar, ELSC Head at Bank of Baroda (New Delhi), graced the event with their presence. Under the esteemed patronage of our Director, Prof. (Dr.) Vikram Bali, the inauguration exuded elegance and enthusiasm.

The inaugural moments set the stage for our talented 1st-year students, who showcased their prowess through thrilling performances, engaging events and a vibrant DJ night. The success of Prarambh 2K23 stands as a testament to the cohesive efforts of the entire IMSEC team.

Expert talk on Strategies to Achieve Academic Excellence through Evaluating System in Higher Education

IMS News Service

Ghaziabad: Applied Sciences & Humanities Department at IMSEC, Ghaziabad, in collaboration with the Internal Quality Assurance Cell, conducted a talk on "Strategies to Achieve Academic Excellence through Evaluating System in Higher Education". The Director of IMS Engineering College, Prof. (Dr.) Vikram Bali, provided a platform for fruitful interaction between students and faculty. Led by Dr. Savita Agarwal, the session motivated students to excel in examinations through a comprehensive evaluation system. The outcome includes heightened awareness, motivation and a commitment to developing critical thinking and time management skills.

IMS Ghaziabad Organized Fire Safety Drill

IMS News Service

Ghaziabad: The Campus Initiative Committee alongwith Administration Team led by Mr. Arun Gupta, Institute of Management Studies (IMS)-Business Schooland SIS Group Enterprise sconducted a vital fire safety session, led by Mr. Ramveer Singh, the training covered fire types, extinguishers, hands-on practice, and life-saving CPR techniques. Kudos to all faculty and staff for their active participation!

Debate Competition on G20 Initiative: Research and Innovation for an Equitable Society

IMS News Service

Ghaziabad: Department of Information Technology at IMSEC, organized debate competition on "G20 Initiative: Research and Innovation for an Equitable Society".

Participants of the debate were the 2nd year B.Tech students from all the branches of engineering. The event was organised to inculcate the culture of content creation and presentation among the students. The winners of the event were Deeptanshu Sharma (B.Tech CSE First Position), Arpita Singh(B.Tech-IT, Second Position), Manish Kumar (B.Tech CS, Third Position)

The judges of the event were Dr Kavita Saxena (HOD MCA) and Dr. Milan Chakraborty (Asst. Professor, AS&H). Top three winners of the event were given the winner certificate, whereas other participants were given the certificate of participation.

Awareness Session on AICTE IDEA Lab

IMS News Service

Ghaziabad: The Department of Computer Science at IMSEC, in association with the Institution Innovation Cell arranged an awareness Programme by organising a visit to an IDEA lab set up by AICTE at DCRUST, Murthal. The visit provided exposure to young minds to execute their innovative ideas into a prototype. Different laboratories visited by the students included the

3D Printing Lab, PCB Designing Lab, Laser Cutting and Engraving Lab etc. Around 42 students visited the IDEA Lab.

The awareness session started with a presentation by Dr Pradeep Sharma, A.P, ME Dept, DCRUST, Murthal. After the presentation, the students were divided into three groups. Each group was taken to three different labs viz 3D Printing Lab, PCB Designing Lab, and Laser Cutting and Engraving Lab. In each lab, practical demonstrations of different processes were given. Students were taught the concept of 3D printing realized using additive manufacturing, the design of PCB, and the working of laser cutting machines.

Such awareness programs motivated students to build commercially viable products, catering to socio-economic needs thus nurturing innovativeness and encouraging entrepreneurship in the student community.

Interactive Session organized on Stress Management

Ghaziabad (IMS News Service): A panel discussion on "Revolutionizing Entrepreneurship: The Power of Innovative Leadership" was held at IMSEC, Ghaziabad. The event was organized by the HarmoniX Club, Department of MCA. Six student panellists from the MCA program participated in the discussion.

The program commenced with a warm welcome address by Mr. Kapil Kumar Sharma, Assistant Professor in the MCA Department. Following this, Dr. Kavita Saxena, the Head of the MCA Department, provided a brief introduction about innovative leadership in entrepreneurship and emphasized the significance of the event.

E-Poster Competition on Tribal Art

Ghaziabad (IMS News Service): In commemoration of Janjatiya Diwas, the Cultural Club of the MCA Department at IMSEC organized an e-poster competition centred around "TRIBAL ART".

Dr. Kavita Saxena, the Head of the MCA Department, warmly welcomed all participants, offering a brief introduction to Janjatiya Diwas and encouraging students to showcase their ideas and skills, with a focus on highlighting the strengths of tribal communities. A total of 55 students from MCA first year and second year participated in the event.

The primary objective of this competition was to exhibit the rich cultural heritage and artistic traditions inherent in our tribal communities.

National Regional Meet- 2023

IMS News Service

Ghaziabad: IIC IMS Engineering College's President Dr. Siddharth Vats and E-Cell's Convener Dr. Siby James represented the college at the National Regional Meet at Amity University Noida, India.

The IMS Engineering College shared the platform with other institutes of national importance like IIMs, IITs, NITS, and Central University. The meeting was an important platform where delegates from the Ministry of Education, Government of India, AICTE, BIRAC, DRDO, and other agencies engaged with fellow IIC members and participated in a series of presentations and discussions covering a broad range of topics, including cutting-edge research in the IIC domain, the integration of IIC in education and training programs, and the development of novel IIC applications.

Regional Meet also seized the opportunity to network with IIC members from the region, forging new connections and exploring potential collaborations. Dr. Vats and Dr. James presented a poster highlighting the IIC-related activities and innovation achievements of IMS Engineering College for the session 2022-2023. IMSEC is among the few institutes that have grabbed an outstanding rating of 4 stars in the country. Director of IMSEC, Prof. (Dr.) Bali, is a strong supporter of innovation and startup activities and strongly advocates for the continuation of IIC regional meetings, recognizing their significance in creating more awareness for entrepreneurial activities and knowledge exchange.

Session on IPR & Technology Transfer

Ghaziabad (IMS News Service): The Applied Science & Humanities Department at IMSEC, Ghaziabad, in collaboration with the Institution's Innovation Council (IIC), hosted a session on "IPR & Technology Transfer" at BDPS Memorial Higher Secondary School in Indergarhi, Ghaziabad. Dr. Sanjeev Sharma, Associate Professor, served as the Speaker & Coordinator, discussing the benefits of Intellectual Property Rights, including Copyright, Design and Trademarks.

He outlined the process of transforming inventions into commercial products, inspiring students to pursue entrepreneurship through innovative ideas.

Alumni Talk Session Organized

IMS News Service

Ghaziabad: Dr. Himanshu Talwar, a public figure and an International TEDx speaker, who specializes in Policy Advocacy and Government Relations, was welcomed in IMSUC Campus. He delivered a speech on Globalization and its impact on Business Strategies.

The event was open to all the MIB students of IMS (University Courses Campus) (Batch: 2022-24 & 2023-25), where 67 students were in attendance. With the entry of the honoured guest, a fellow student Ms. Sachika Bhatia addressed his lifelong achievements. Later, the Head of the Department, Dr. Pooja Rastogi presented the momento and Prof. Mayank Pandey presented the sapling to the honoured guest.

Dr. Himanshu Talwar started his speech by boosting the energy of the audience through a "Hip-Hip Hooray" and covered a short description of his journey from his schooling to IMS and from there to where he is now. He then addressed the main agenda of the day by referring two books which are The Alchemist, and Export and Import Business. Moreover, he also emphasized about how important it is to be well versed with all the term and technologies of International Business and to be up to date on what is happening within and outside of the country. He also pointed out on the importance of having a solid base of what you are learning and how our Indian education system has played an important role in it. Throughout the lecture he interacted with the students by asking questions such as 'what was the reason for the first world war?' or 'The first European country that exported oil' and so on.

At the end of the session our guest connected with student by clearing their doubts and provided them with advices on how to manage their work life and personal life separately. He also addressed a question which was put forward by our Head of the Department Dr. Rastogi, which was 'How can the students of today overcome the hectic lifestyle of work (assignments, presentations and projects) and their studies alongside?.

At the conclusion of the session, students were thankful for the opportunity of this interaction with their super senior.

Mega Freshers-2023: Fun Galore with Gaurav Gupta

IMS News Service

Ghaziabad: IMS University Courses Campus organized a grand Mega Freshers event to welcome the batch of 2023-26. Well-known stand-up comedian Gaurav Gupta was invited to perform at the event. Celebrity performer Gaurav Gupta left the students in splits with his perfect comic timing. Students were very happy to meet Gaurav Gupta. The event was inaugurated by offering flowers in front of the statue of Maa Saraswati by Director of the Institute Dr. Arun Kumar Singh. The event was graced by the presence of General Secretary CA (Dr.) Rakesh Chharia, and Executive Council Member of I.M.S. Ghaziabad Group of Institutions Mr. Rajiv

Chaudhary.

In the Mega Freshers event, the senior students welcomed their juniors with a plethora of colourful activities and programs such as a ramp walk, traditional, fusion, and western dances and thrilling vocal performances, making its soulful evening. The junior students also showcased their talent on stage. In this fun-filled event, all the departments elected their Mr. and Ms. Fresher. From the School of Management Dipanshu Raj was declared Mr. BBA and Soni Pandey Ms. BBA. Mayank Bedi won the title of Mr. MIB and Mudita Tripathi was declared Ms. MIB. Saksham of M.Sc. Biotech from School of Bioscience was named Mr. Biotech and Mili Vats was named Ms. Biotech. Anirudh was chosen as Mr. Biotech and Pranjali Gupta Ms. Biotech from B.Sc Biotech department. Krishna of B.Sc Microbiology won the title of Mr. Microbiology while Shefali Diwevedi won the title of Ms. Microbiology. Priyanshu Vats won the title of Mr. BJMC and Tanisha Nagar was Ms. BJMC from the School of Journalism and Mass Communication. Shantanu Singh Chauhan was named Mr. BCA and Riddhi Batla won the title of Ms. BCA from School of Computer Science.

The contestants had to go through ramp-walk round, talent round and question-answer round, on the basis of which the winner was selected by the judges. The title for Mr. and Ms. Popular were won by Ayush and Mudita. Finally the title of Mr. and Ms. IMS was won by Anirudh and Tanisha Nagar. The winners were felicitated by Gaurav Gupta and the Director of the Institute Dr. Arun Kumar Singh.

The Alumni of the institute were also invited as guests to this megaevent. The Mega Freshers concluded with a DJ performance to which the students danced to their hearts' content and this was followed by dinner. All the faculty and staff members were present during the program. The program was conducted under the guidance of Dr. Surabhi Johari (Head of the Department, School of Bioscience).

Dr. Pooja Rastogi (Head of the Department, School of Management), Dr. Anil Kumar Nigam (Head of the Department, School of Journalism and Mass Communication), Dr. Gagan Varshney (Head of the Department, School of IT) were also present during the program.

BIOSCOPE MEDIA FESTIVAL-2023

IMS News Service

Ghaziabad: School of Journalism and Mass Communication at IMS Ghaziabad University courses campus organized Bioscope – Media Festival 2023 under which Short film competition, Documentary competition, Photography Competition, Radio Jokeying, Debate Competition, and Reels Competition were held. These six events & competition were held for schools and college category.

The Chief Guests of the event were Shri Pratibimb Sharma (Anchor – Lok Sabha TV), Shri Atul Gangwar (Director & Producer), Shri Girish Sharma (Actor) and Alumni Guests were Mr. Aamir Khan (2010 – 2013), Mr. Aasim Khan (2013 – 2016), Mr. Abhshar Ul Haq (2014 –

2017), Mr. Vikas Sharma (2015 – 2018), & Ms. Rumaisa (2018 – 2021).

BIOSCOPE events captivated participants and audiences from schools and colleges with a dynamic array of events that celebrated creativity and intellectual discourse.

The festival embraced various forms of media expression, providing a platform for individuals to showcase their talent and engage in spirited discussions. The performances were judges by various faculty members & alumni judges.

The Short Film & Documentary screening transported the audience to different worlds, with each film telling a unique story, from drama to informative documentaries, the film showcased the upcoming filmmaker's ability to convey complex emotions and narratives within a limited time frame, event judged by Mr. Vikas Sharma.

In the Photography Competition, the lens became a powerful tool for self – expression. Entrants skilfully captured moments that resonated with emotion, meaning, and artistic flair. The competition showcased the participant's ability to communicate powerful stories through lens, event judged by Mr. Aamir Khan.

The Radio Jockeying Competition infused the festival with the energy of live broadcasting, participants showcased their charisma and communication skills, entertain the audience while navigating through diverse music genres, and engaging commentary.

National Education Day Celebrated

Ghaziabad (IMS News Service): The Literary Club of IMS Ghaziabad (University Courses and Campuses) organized a captivating event 'Infinite Insights: A Classroom without Walls'.

The purpose of the event was to celebrate literature, creativity, and the love for words. The aim of teaching underprivileged kids was to create a more just, equitable, and sustainable world by providing them with the tools and opportunities to reach their full potential and contribute meaningfully to society. The event commenced with a good session of teaching the kids using poems and basic arithmetic. The children were very happy when books were gifted to them. It was a joyful moment to see those happy faces which helped the club to contribute a bit in making their future bright.

Our faculty coordinators Mrs. Akansha Tyagi and Mr. Pawan Kumar had brought some goodies which they distributed among children. Receiving goodies served as a positive reinforcement for children.

Peer Enrichment Session Organized

IMS News Service

Ghaziabad: Research Cell and School of Computer Science organized a Peer Enrichment Session on the topic "Natural Language Processing".

The session was conducted by Prof. Shikha Tiwari, Assistant Professor, School of Computer Science, IMS Ghaziabad (University Courses Campus) for faculty members. The session started with an introduction of Natural Language Processing, followed by its objective, scope and working. The concept was well explained with the help of application

areas and live examples. The session ended with the challenges being faced by Natural Language Processing and its future trends. All the topics related to Natural Language Processing (NLP) were well explained and discussed, which gave a clear insight into the topic. How Machine learning and Deep learning is involved in NLP is also explained well in this session.

The peer enrichment session was indeed a wonderful learning experience and the faculties got to know and learn many wonderful concepts of Natural Language Processing. Basically, NLP is a field of artificial intelligence (AI) that focuses on the interaction between computers and humans through natural language. The ultimate objective of NLP is to enable computers to understand, interpret, and generate human language in a way that is both meaningful and contextually relevant.

Guest Lecture on Cancer Awareness

IMS News Service

New Delhi: The School of Biosciences and Research Cell, IMS Ghaziabad UC Campus organized a Guest Lecture on "Cervical cancer awareness and prevention strategies," on the occasion of National Cancer Awareness Day which is observed on the 7th of November in India every year since 2014 to create public awareness about early detection, prevention, and treatment of cancer.

It is celebrated to spread a message, to create awareness of the disease's risk factors, common cancer types that affect the quality of

life and the significance of seeking medical support as soon as symptoms appear.

The guest speaker, Dr. Showket Hussain, explained the students about the cervical cancer, its etiology and prophylaxis. By removing the constraints of the classroom wall, the event sought to narrow the gap between academics and practitioners and enhance the learning experiences of the students.

The session was initiated with a warm welcome to the guest speaker by Dr. Umesh Kumar, Head Research Cell. Further, the guest Dr. Showket Hussain showcased his expertise in the field of oncology and delivered his lecture on the types of tissues involved in cervical cancer and its stages. He elaborated about how and when to get self-routine check-up done to prevent the second most prevalent cancer in affecting poor women.

He explained about the current available vaccines, their types and dosages given to adolescent girls. Dr. Showket Hussain also stated that the infection leading to dreadful disease cancer are curable and can be prevented if diagnosed at preliminary stage. The guest lecture provided the students with new insights and perspectives, enriching their learning beyond text books.

CDC Organized Buddy Mentoring Session

Ghaziabad (IMS News Service): Career Development Centre at IMS, Ghaziabad (University Courses Campus) organized a Buddy Mentoring Session on the topic "Navigating through college life". The session was specifically planned to dwell deeper into this area and ponder upon the concept of balancing academics, extracurricular and better management of time. Prof. Swati Tyagi, began the session by welcoming the participants and the resource person Ms. Ojaswita Pandey.

Ms. Ojaswita Pandey led this interactive session and shared valuable insights on the subject through various examples and instances from real life.

She emphasized that balancing time among academics, extracurriculars is crucial.

International Symposium 2023 Organized

IMS News Service

Ghaziabad: School of Biosciences at IMS Ghaziabad (University Course Campus) organized International Symposium-2023, for the first time in the Institute.

This one day International Symposium has evolved into a scientific platform where the young mind and budding researchers from different Institutions, organization of Delhi-NCR as well as International were provided a platform for sharing and learning of novel ideas, scientific information and innovative technologies in the form of oral and poster presentations.

This year, keeping in mind

the global trends, Symposium 2023 has been themed: "Global Science for global wellbeing" for upholding the future of coming generations. The event covered a wide range of topics that highlighted cutting-edge science, celebrate the latest advances in science and technology and engage the students in open discussions on relevant issues affecting culture and society.

The event began with the registration of the participants early morning at 8:30 am. The inauguration of Symposium-2023 began with the auspicious ceremony by the participation of more than 131 students, by offering flowers to deity Goddess Saraswati by Dr. Arun Kumar Singh, Director IMS Ghaziabad (University Course Campus) along with the invited eminent guest.

Prof. (Dr.) Surabhi Johari, Head of Department, School of Biosciences welcomed all the invited delegates and participants and brief the importance of science at various issues which are an alarming cause at global level, the theme of Symposium and the official opening of the symposium was made open.

The International Symposium was honored to have Dr. S. K. Varshney, Government of India, DST International as Symposium Chair along with Dr. Ashwani Sharma, Insight BioSolutions, France as Keynote speaker, and Dr. Ravi Kumar Chaudhary, Sanford Burham Prebys Medical Discovery Institute, California USA as Keynote speaker. Furthermore, the delegates explained the new trends in scientific technology and motivate the students regarding the carrier in science field. They told the importance to conduct these types of events which are helpful in growth & development of students.

In evening the valedictory session was conducted in the graceful presence of Dr. Nitin Rai, Scientific Officer, Ministry of Ayush, and Government of India as guest of honour. Dr. Surabhi Johari, Head of Department, School of Biosciences welcomed her. The winners and participants in each category were honored with trophies, certificate of merit and participation.

Event was concluded by a formal vote of thanks by, Dr. Swati Tyagi and Dr. Sanghdeep convenor of the symposium. They mentioned that the gratitude goes to Management council of the Institute and Director, Prof. (Dr.) Arun Kumar Singh for his invaluable support.

क्रिसमस का त्योहार लाए खुशियां हजार

चाहत कुमारी

नई दिल्ली। अगर हम जिंदगी की रेस में तेज गति से दौड़ रहे हैं तो क्रिसमस एक ऐसा दिन है जब हम थोड़ा सा विराम लेकर खुद से साक्षात्कार कर सकते हैं। यह एक ऐसा त्योहार है जिसमें रंगत भरी गलियाँ, रंगत भरी रोशनी, और गाने-बजाने का वातावरण होता है। यह ईसाइयों का पवित्र त्योहार है जिसे वे खास तौर अपने परिवार और दोस्तों के साथ मनाते हैं। सड़कों में बिखरी रंगत, घरों की सजावट, बच्चों की हँसी और स्नेहभरा माहौल, ये सब क्रिसमस के अवसर पर बनता है।

ऐसा माना जाता है कि इस दिन की शुरुआत अक्सर चर्च में प्रार्थना और भजनों के साथ होती है। लोग अपने परिवारों के साथ इस दिन को अच्छा बनाने के लिए एक साथ बैठते हैं। धार्मिक तौर पर, लोग ईसा मसीह के जन्म की खुशी में एक-दूसरे को शुभकामनाएं देते हैं और चर्च में खुशियां साझा करते हैं। क्रिसमस का वास्तविक सौंदर्य उसमें है जब लोग एक दूसरे से अपने दिलों की बातें करते हैं और अपनी खुशियों और दुखों को एक दूसरे के साथ बांटते हैं।

परंपरा के अनुसार, ईसा मसीह का जन्म 25 दिसंबर को हुआ था। इसलिए, क्रिसमस को इस विशेष दिन पर मनाना एक धार्मिक परंपरा बन गया है। इस प्रकार, क्रिसमस को सर्दी में मनाने का परंपरागत कारण है जो धार्मिक, पौराणिक, और सामाजिक पहलुओं से जुड़ा हुआ है। यह एक ऐसा मौका है जब लोग एक-दूसरे के साथ समर्पितता और प्रेम का महत्व समझते हैं और इस खास मौसम को खास बनाते हैं।

बच्चों के लिए तो क्रिसमस एक राजा का दिन है! वे सैंटा क्लॉज के आने की उम्मीद में रात भर उत्साह से सोते हैं और सुबह उनके द्वारा रखी गई गिफ्ट्स की तलाश में दौड़ते हैं। क्रिसमस का इंतजार करना बच्चों के लिए एक खास मौका है जब वे अपनी अच्छी आदतें सीखते हैं, जैसे कि सहयोग, सजगता, और साझेदारी। इस प्रकार, क्रिसमस को सर्दी में मनाने का परंपरागत कारण है जो धार्मिक, पौराणिक, और सामाजिक पहलुओं से जुड़ा हुआ है। यह एक ऐसा मौका है जब लोग एक-दूसरे के साथ समर्पितता और प्रेम का महत्व समझते हैं और इस खास मौसम को खास बनाते हैं।

यह एक आस्था का प्रतीक है जिसे सारी दुनिया बड़ा दिन के रूप में मानती है। यह सुकून भरा पल मानो बगीचों में टहलती है ठंडक, और खिड़कियों में छवियों की चमक में बसी हैं खास बातें। दिलों की धड़कनें ऐसे तेज हो जाती हैं, जैसे कि बच्चों के उत्साही कदम रहने के लिए ईसा के जन्म की खुशी में। रात के समय में, जब दीपों की माला जलती है, वहां सन्नाटा पसर जाता है, और सजीवता की छाँव में हर कोने से खुशी की खुशबू आती है। क्रिसमस की शाम है एक जादूगर की कहानी, जो हर दिल में बसती है और हमें एक दूसरे के साथ जोड़ती है।

Bhagavad Gita could Help Mental Health

SonalSatsangi

New Delhi: A piece of wood went to the sculptor, and said "Can you make me beautiful?" The sculptor said, "Yes, are you ready?" The wood said yes I am. The sculptor started chiseling but the wood complained "Ahh! what are you doing? It is so painful, stop!stop!" The sculptor said "If you wish to be beautiful, you need to tolerate the pain." The wood said, "All alright, go ahead but don't do so much in a day, do a little every day." The sculptor began again. The wood kept complaining, " Enough for today, I can't bear any more." The sculptor continued his work and one day that wood became a beautiful idol, a deity, and got established at the temple.

In the same way, we also wish to transform ourselves. We want to transcend the ugliness within ourselves and transform it into purity and holiness. We wish to become beautiful with the ornaments of virtue within us. The difficulties and the hardships that we face, come our way only to transform us, making our souls beautiful. So rather than ranting over these reversals, we should see them as opportunities for enhancing our detachment.

Bhagavad Gita is considered not only as a book of philosophy, but also as a piece of writing on spirituality. Bhagavad Gita could play a vital role in your life and can make us capable of facing challenges in life. Gita can teach us how to find stability, manage anxiety, and overcome emotional barriers through the teachings of Lord Krishna.

Our Nature & Inner Self- Krishna explains that we are not just physical bodies but an eternal soul trapped inside a temporary body. Accepting this truth can help individuals detach from the anxieties associated with the physical world and will lead to a sense of calmness and stability. For example, while facing any difficult situation in life, always remember that your true self is not defined by your job title. This will help you in reducing stress and anxiety associated with social life.

Practice Detachment- Krishna advises us to perform our duties without attachment to the results. Practice Nishkama Karma which helps a person to act selflessly, to let go of external validation. This helps in approaching tasks with a sense of purpose rather than stressing about the outcome.

Stability &Control - Krishna compares the mind to a turbulent wind that can be controlled with discipline. In moments of anger or frustration, practice deep breathing or meditation which will help in regaining control over emotions and making rational decisions.

Role of Knowledge and Wisdom- Krishna emphasizes continuously seeking knowledge through books, conversations, and courses which can expand your perspective and help in addressing life's challenges with resilience. Learning and self-reflection are essential for mental growth.

Wisdom of Gita helps in maintaining composure and offers profound insights into managing mental health. By embracing the teachings and eternal wisdom of BhagavadGita and incorporating them in our daily life individuals can navigate life's challenges with grace.

Creative Corner

A Modern Blight: Cyber Bullying

Akshita Jain

In this era of screens and shadows dark,
A cruel force can leave an everlasting mark.
It's called cyberbullying, a modern blight,
A world of words that can wound with might.

Behind the keys, with fingers cold,
Lies the power to hurt, to be uncontrolled.
Words thrown like daggers, in the digital space,
Leaving scars unseen, on a victim's face.

But let us remember, in this virtual fight,
That kindness and compassion can shine so bright.
For together we can stand, hand in hand,
To combat cyberbullying across the land.

Let us use our screens for a better goal,
To uplift each other, to make hearts whole.
In this digital world, let's spread love's art,
And heal the wounds inflicted by the heart.

So, be a friend, a guide, a beacon of light,
And stand against cyberbullying's might.
For in unity and kindness, we'll find our way,
To make the internet a better place each day.

जरूरी है, जीवित रहना यादों का...

चाहत

जरूरी है,
जीवित रहना
यादों का ।

जैसे जीवित है याद
गौरेया की
उसके विलुप्त होने के बाद भी ।

ठीक जैस बनी रहती है मन में
रात रानी के फूल की खुशबू
उसके जमीन पर गिरने के बाद भी ।

ऐसे ही याद रहना है मुझे
क्योंकि याद रह जाना
जीवित रहने का प्रमाण है ।

और भुला दिया जाना
मृत्यु का !!!!

प्रेम के मारे जाने से

सरवन

हम बाद में मरेंगे सूखे से
फसलों के जल जाने से
हवा, पानी, और मिट्टी के विष हो जाने से ।

हम भूखों मरेंगे
सब भूखों मरेंगे
नोच खाएँगे एक-दूसरे को सिर से पाँव तक
पर बाद में ।

हम मरेंगे
सब मरेंगे ।(एक साथ नही, एक-एक करके),
अभाव से

पर बाद में ।

सबसे पहले मरेगा प्रेम
फिर सब,
प्रेम के मारे जाने से ।

The 7 wonders of The Human body: Body Chakras and Its Attributes

Avni Agarwal

New Delhi : "The Vedic way of life was all gathered by observation and intuitive knowledge," says Gurudev Sri Sri Ravi Shankar, global activist and founder of the Art of Living Foundation. "It's amazing how ancient peoples could feel the connection between the microcosm and the macrocosm in those days—how stars, planets, and the nadis/chakras in the body are connected."

The concept of chakras was first mentioned in Vedas from 500 BC to 1500 BC

A human body has nadis called veins that carry blood to every inch of the body. The three major nadis involved in the discussion of chakras: ida, pingala, and sushumna. These nadis run up and down the spine in a DNA-like helix and chakras form where these three nadis intersect.

Although there are more than 100 chakras in the body, seven main chakras align on the axis from the base of the spine to the top, or crown, of the head, and these chakras are what most people refer to when discussing the chakras.

Each of the chakras is associated with nerve bundles, organs, or glands in the particular area in which they're located. As such, they not only affect the physical functionality of that region but also may influence an individual's emotional and spiritual state. If a chakra is obstructed, a person may exhibit physical and emotional manifestations of the imbalance.

However, when a non-life-affirming, stressful, or traumatic event occurs related to a particular chakra, that chakra begins to work faster to resolve the issue. The nervous system goes into a fight, flight, or freeze mode, the heart beats faster, and blood flow increases. The chakra system mimics this reaction on an energetic level by going into an overactive state and increasing its rotation and activity where necessary.

The seven main chakras correspond to specific places in the body. They create a symbolic energetic healing roadmap. Each chakra has specific attributes, corresponding numbers, elements, senses, and colours.

Muladhara- The root chakra, Muladhara, is located at the base of the spine, encompassing the sacrum, pelvic floor, and first three spinal vertebrae. It's associated with survival, physical stability, grounding, and more.

Svadhisthana- The sacral chakra, is located in the lower abdomen (midway between the navel and perineum). It's associated with sexuality and emotions.

Manipura- The solar plexus chakra, is located between the navel and diaphragm and is associated with personal power.

Anahata- The heart chakra, is located in the middle of the chest next to the physical heart and is associated with love.

Vishuddah- The throat chakra, is located in the throat and is associated with communication.

Ajna- The third eye chakra, is located in between the eyebrows slightly above eye level and is associated with inspiration, intuition, seeing, and self-knowledge.

Sahasrara- The crown chakra, is located at the very top of the head and is associated with intelligence and bliss.

All chakras are meant to rotate at a healthy pace, taking in and redistributing subtle life energy throughout the body. If a chakra becomes blocked, there are ways to clear or restore balance to the affected chakra. A blocked chakra generally correlates with a heavy, stuck, or uncomfortable sensation, including tingling or numbness in some cases. By tuning in to your body, you can discover any chakra blockages. Recognizing the physical and emotional effects of blocked chakras is the first step in restoring balance to the chakra system. Once you identify where you're feeling "off," you can begin to identify why that chakra region requires attention and what might bring balance to the area.

For example, if your body scan takes you to your heart, notice where in your life there may be an imbalance of giving and receiving. Or, if your focus is being drawn to your throat chakra, think about all the ways you communicate with others using your words. If you're someone who frequently experiences stomach pain or digestive issues, the solar plexus chakra may be asking you to look at the power dynamics in your life.

Practicing yoga is one of the main chakra-balancing activities, as both systems have ancient Vedic roots and are interconnected. There are specific exercises one can learn to support the health of each chakra. Meditation is also important. According to Sri Sri Ravi Shankar, if people could go on a silent meditation retreat every six months for three days, they could reboot their entire chakra system.

Attributes of the Chakras

S. No.	Name	Colour	Sense	Element	Function	Age of development	Body parts affected
1.	Muladhara	Red	Smell	Earth	Grounding	0 to 2 years old	Hips, legs, feet, bones, teeth, adrenals
2.	Svadhisthana	Orange	Taste	Water	Creation, procreation	2 to 5 years old	Genitals, womb, kidney, bladder, circulatory system
3.	Manipura	Yellow	Sight	Fire	Will, assertiveness	5 to 7 years old	The digestive system, pancreas, muscles
4.	Anahata	Green	Touch	Air	Compassion, love	7 to 9 years old	Lungs, heart, arms, hands
5.	Vishuddah	Blue	Hearing	Sound	Communication, Gratitude	9 to 13 years old	The entire throat region, thyroid, neck, shoulders
6.	Ajna	Indigo	Intuition	Light	Seeing, intuition, clarity	14+ years old	Eyes, pineal gland, face
7.	Sahasrara	Violet	All senses	Thought	Wisdom, information, awareness	Forms through all life stages	The pituitary, cerebral cortex, central nervous system

MOVIE REVIEWS

सरवन कोरी

द रेलवेमेन - 'सच्ची, असरदार, और भयावह'

निर्देशक - शिव रवैल
कास्ट - के के मेनन, बाबिल खान, दिव्येंदु, आर. माधवन, दिव्येंदु भट्टाचार्य, सनी हिंदुजा, जूही चावला, रघुवीर यादव
स्क्रीनप्ले - आयुष गुप्ता
उपलब्ध - नेटफ्लिक्स
सर्टिफिकेशन – 16
आईएमडीबी रेटिंग – 8.6

द रेलवेमेन : द अनटोल्ड स्टोरी ऑफ भोपाल 1984 सच्चा घटना पर आधारित एक फिक्शनल ड्रामा मिनी सीरीज है। यह भोपाल गैस त्रासदी की कहानी, उसमें फंसे कुछ साहसी लोगों की कहानी के जरिए कहती है। लगभग एक-एक घंटे के चार एपिसोड्स में बटी यह सीरीज सच्ची, असरदार, और भयावह महसूस होती है। 3 दिसंबर, 1984 की रात यूनियन कार्बाइड नामक रासायनिक फैक्ट्री से मिथाइल आइसो-साइनाइड नामक जहरीली गैस का रिसाव होता है, और देखते ही देखते पूरा शहर उसकी चपेट में आ जाता है। ऐसे मरेलवे के कुछ साधारण कर्मचारी किस तरह अपनी जान की परवाह न करते हुए लोगों को बचाने के असाधारण मिशन को अंजाम देते हैं। उसकी ही कहानी कहती नजर आती है यह सीरीज। कास्ट की बात करें तो के. के. मेनन, आर. माधवन, दिव्येंदु भट्टाचार्य, सनी हिंदुजा, बाबिल खान जैसे बड़े कलाकारों से सीरीज भरी हुई है। इस सीरीज में इससे बेहतर कास्ट नहीं हो सकती थी। सबने अपना काम बहुत ही अच्छे से निभाया है। कहीं कोई भी कलाकार अपने किरदार से बड़ा नहीं दिखता।

अन्याय होगा। किरदार और त्रासदी के रूप में उनकी कहानी का दायरा अपने-आप में इतना बड़ा है कि इतनी बड़ी कास्ट भी उसमें धुली नजर आती है। बैकग्राउंड स्कोर और सिनेमेटोग्राफी अच्छी है। कई दृश्य बेचैन करने वाले और डरावने से प्रतीत होते हैं। स्टेशन और भोपाल का पूरा परिदृश्य अच्छे से तैयार किया गया है और वीएफएक्स भी अच्छे हैं।

सीरीज की सबसे मजबूत पक्ष इसकी कहानी, किरदार, त्रासदी और उसका दायरा है। कमजोर की बात करें तो भोपाल के बाहर के दृश्यों में थोड़ी कसावट की कमी महसूस होती है। राजेश्वरी (जूहीचावला) और रति (आर. माधवन) का रिश्ता उतने सहज रूप में नहीं आ पाता, और गैर जरूरी भी लगता है। संवाद अच्छे हैं लेकिन वे और प्रभावशाली हो सकते थे। पर कुल मिलाकर द रेलवेमेन एक बेहद अच्छी सीरीज है। यह आपको रुलाएगी, डराएगी, बेचैन करेगी और आपसे सबसे भर देगी। साथ ही यह आपको इंसानियत, उसकी जिजीविषा, और त्याग- शक्ति पर भी विश्वास दिलाएगी।