Note From the Editorial Board

This is a team effort and We are thankful to all the schools & departments of K.R. Mangalam University for their cooperation and contributing towards content. We also extend our gratitude to the management and administration for their support.

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KRMU Times

A Quartly NewsLetter of K.R. Mangalam University, Gurugram

News Letter

January- March 2023

- **K**nowledge
- **A**ttitude
- **S**kill
- **A**mbition
- **M**oral Value

An Initiative by School of Journalism & Mass Communication

Admissions Open 2023-24

Engineering & Technology
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B.Tech CSE (Cyber Security) academic support of EC-Council & IBM
B.Tech CSE (Data Science) academic support of IBM
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B.Tech CSE (UX/UI) with academic support of ImaginXP
B.Tech. Mechanical Engineering (Automotive Designs & Electric Vehicle) with academic support of Siemens
BCA (AI & Data Science) with academic support of Samatrix & IBM
BCA (Hons. with Research)(AI & Data Science) with academic support of Samatrix & IBM
B.Sc. (Hons.) Computer Science with academic support of IBM
B.Sc. (Hons.) Cyber Security
B.Sc. (Hons.) Data Science
Post Graduate
M.Tech. Computer Science and Engineering
M.Tech in VLSI
M.Tech in Power, Electronics and Drive
M.Tech in Automobile Engineering
MCA

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D.Pharm
B.Pharm
Bachelor of Physiotherapy (BPT)
Master of Pharmacy (M.Pharm.) - Pharmaceutics/ Pharmacology

Management and Commerce
BBA (Logistics & Supply Chain Management) with academic support of Safexpress
BBA (Entrepreneurship) with academic support of GCEC Global Foundation
BBA (International Accounting & Finance) (ACCA- UK) with academic support of Grant Thornton
BBA (HR/ Marketing/ Finance/ International Business/ Travel & Tourism)
BBA (Business Intelligence & Analytics) with academic support of Samatrix
BBA (Hons. with Research)(Logistics & Supply Chain Management) with academic support of Safexpress
BBA (Hons. with Research)(Entrepreneurship) with academic support of GCEC Global Foundation
BBA (Hons. with Research)(International Accounting & Finance) (ACCA- UK) with academic support of Grant Thornton
BBA (Hons. with Research) (HR/ Marketing/ Finance/ International Business/ Travel & Tourism)
BBA (Hons. with Research)(Business Intelligence & Analytics) with academic support of Samatrix
B.Com. (Hons.) (International Accounting & Finance) (ACCA- UK) with academic support of Grant Thornton
B.Com. (Hons.) with academic support of NSE
B.Com. Programme
B.Com. (Hons. with Research) (International Accounting & Finance) (ACCA- UK) with academic support of Grant Thornton
B.Com. (Hons. with Research) with academic support of NSE Integrated
BBA + MBA with academic support of IBM
MBA with academic support of IBM
MBA (Logistics & Supply Chain Management) with academic support of Safexpress
MBA (Digital Marketing) with academic support of Imarticus Learning
M.COM

Journalism & Mass Communication
B.A. (Journalism & Mass Communication)
B.A. (Hons. with Research)(Journalism & Mass Communication)
M.A. (Journalism & Mass Communication)
Ph.D (All Disciplines)

Legal Studies
BBA LL.B. (Hons.)
B.Com LL.B. (Hons.)
B.A. LL.B. (Hons.)
LL.B. (Hons.)
LL.M.

Humanities
B.A. (Hons.) English/ Economics/ Psychology/ Chinese/ Political Science
B.A. (Hons. with Research) English/ Economics/ Psychology/ Chinese/ Political Science
B.A. Programme
M.A. English / Economics / Applied Psychology

Architecture and Design
Bachelor of Architecture (B.Arch)
Bachelor of Fine Arts
Bachelor of Design (B.Des.)
Bachelor of Interior Design (BID)
B.Sc. (Hons.) Interior Design
B.A. Fashion Design
B.Des. (Game Design & Animation) with academic support of ImaginXP

Basic and Applied Sciences
B.Sc. (Hons.) Physics/ Chemistry/ Maths
B.Sc. (Hons.) Forensic Science
B.Sc. (Hons. with Research) Physics/ Chemistry/ Maths
B.Sc. (Hons. with Research) Forensic Science
M.Sc. (Hons.) Part Time

Education
Bachelor of Elementary Education (B.El.Ed.)
Bachelor of Education (B.Ed.)
M.A. in Education

Agriculture Sciences
B.Sc. (Hons.) Agriculture

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VICE CHANCELLOR'S MESSAGE

Prof. Chandra Shekhar Dubey
Vice Chancellor
K.R. Mangalam University

Dear students,

I wanted to take a moment to express my warmest congratulations to each and every one of you as we begin a new year and a new semester. Happy New Year.

A New Year begin is symbolized by a sense of rejuvenation and endless possibilities. It's the right moment to think back on the past, make fresh resolutions, and seize the chances that lie ahead. I urge you to embrace this upcoming semester with zeal, tenacity, and dedication to your studies.

This is a fresh start, the chance to build on your past achievements and seek even greater success. Take advantage of the resources you have at your access, for instance, your mentor's guidance or a classmate's motivation. Explore the extensive range of educational materials accessible to you. Constantly learning, seeking out challenges, and asking questions to grow either personally or intellectually.
Wishing you a very Good luck!

FROM EDITOR-IN- CHIEF DESK

Prof. (Dr.) Neeraj Khattri
Dean, SJMC
K.R. Mangalam University

Dear Students & Colleagues,

First of all, wishing you and your family a very happy, healthy and prosperous New Year 2023.

You all are entered into a new phase of your career and always remember that education is about more than merely reciting knowledge; it's also about encouraging creativity, critical thinking skills, and an appetite to learn fresh information every day.

Understand the journey of discovery and don't be distressed about going outside of your comfort zone to learn information regarding new things. I have full confidence in each and every one of you and your true potential. Embrace the chance that the New Year presents. I hope that you enjoy a productive and successful semester that's full of fulfilment, growth, and accomplishment.
And finally I would like to congratulate the entire team of KRMU Times for this wonderful New Year Quarterly issue.

With Best Wishes!

Student Article

How Generative AI Will Transform Businesses

Nowadays, there is a lot of buzz about generative AI development. Its primary function is to create written content, visuals, and sound, but it can also write code to automate activities and make it easier to pull in outside and inside data.

Generative AI is an advancing technology that alters the AI game and allows the automatic execution of tasks previously performed by humans. Generative AI software is a type of machine learning that generates new material by making statistical judgements. You may produce text from data and visuals from data with the help of AI.

Generative AI development Company can revolutionize businesses and can make 2023 the most exciting year ever by developing new technologies. It is a one-of-a-kind technology that can read human minds and produce content.

What Is Generative Artificial Intelligence and How Does It Function?

Text, pictures, video, and design are all used to create new forms of generative AI software. The three different categories that Generative AI software offers are listed below:

Developing creative and fresh ideas

The developer of AI improves your content production by assisting you with creative concepts, analysis, editing, and the use of numerous tools. They've got technology that can extract material from search engines and generate fresh content.

Helps in improving productivity

From creating content to automating all of your tasks. Generative AI tools will assist you with decision-making, saving money and time and helping your business flourish. It will decrease human errors by relying on perception rather than evidence or data when making judgments.

Creating Particularly Designed Experiences

To speed up personalised experiences, AI analyses information from visitors to categorise it and then offers suitable content to the right target. AI will provide recommendations enabling marketing teams to produce and manage content while offering basic time customization to end clients.

What Are the Different Kinds of Generative AI Models?

The largest advance is generative AI, which is data driven. Currently, there are three well-known generative AI frameworks or models, listed below:

GPT-3

It assists you by utilizing an input text and making several copies. It can generate any text, not only human-readable text. It uses deep learning to select appropriate patterns and structures for writing. To utilize GPT-3, you must prompt, query, or use an incomplete statement, and it will respond accordingly.

LaMDA

The GPT 3.5 module trained the Language Model for Dialogue Applications. Both LaMDA and Google's LaMDA aim to replicate human-like talks. Google employs a LaMDA pre-trained transformer to create high-quality language material. The primary goal of the training was to engage in open-ended dialogue.

GPT-4

GPT-4 is an original language model capable of producing or editing artistic and technical writing tasks. It is an artificial intelligence that can make your text look like human speech.

GPT-4 access is limited to developers only. If a person is just starting a business and needs a logo for his firm, he may use a prompt that enables GPT-4 to create a logo using AI-produced designs.

How Can Generative AI Help Businesses?

In a world with ChatGPT and artificial intelligence, generative AI software can enhance efficiency and production while disrupting businesses by utilizing current data.

Generative AI tools assist your company in creating amazing content that has the potential to be an essential tool for your company.

The following are the most significant five uses for Generative AI in business:

For Content Development

Marketing is the most crucial aspect of a company. Consumers will be unaware of your items if you do not advertise them. Marketing act as your brand's messaging, storytelling, and other aspects.

For the purpose of Sales

Your company's most critical component is sales. You will need templates for call scripts and sales outreach to expedite your operation. This Generative AI development will assist you with both excellence and quantity.

For Customer Service

Thank you to generative AI software for providing adequate resources and staffing, which may be challenging for enterprises, but also for offering good customer care, which aids in customer loyalty.

For Natural Language Processing

The process of developing apps is being transformed by generative AI. Consumers may now interact without knowing computer language since AI generates code. GitHub and Arcwise Copilot write code in plain English. Copilot translates natural English instructions into JavaScript or code in Python.

For Data Security

Data security and privacy are critical for safeguarding personally identifiable information (PII) and preventing misuse. To avoid penalties and reputational harm, all businesses should comply with GDPR and CCPA. Firms utilize representative data to offer goods and services; this allows someone to violate your privacy. All of these challenges, however, may be resolved with the aid of generative AI development.

Generative AI vs. AI

Tradition and generative AI serves the same purpose, namely to simplify human tasks. However, when it comes to technology, both use distinct methods.

Generative AI software creates fresh material and designs, whereas traditional AI focuses on recognizing patterns and executing decisions using convolutional neural networks.

Whereas Generative AI employs neural network techniques such as transformers, GANs, and VAEs, Wu-Dao, GPT-3, and LAMDA are used in Generative AI.

Frequently, Generative AI users must request a user or data source to submit a starting query or data. Traditional AI, on the other hand, begins with new data and employs techniques such as Heuristics, Natural Language Processing, and Machine Learning.

This approach is mostly used to extract complex facts from the provided information.

Conclusion

Generative AI has always assisted creative professionals and artists in exploring different concepts. They frequently begin with a simple notion and then work with industrial designers to create additional versions.

Generative AI plays an essential role in the analysis of data and transformation. Firms will choose generative AI development as their technology, which is predicted to have the greatest immediate impact and create a way to monitor it, given how fast it is projected to evolve. Firms will get infatuated with generative AI while hyper-concentrating the artificial intelligence (AI) algorithm on their data, requiring enterprises to avoid possible dangers and recruit personnel with productive AI skills.

                                                                  - Hemal Sehgal, BAJMC 2nd Year

SOAD-Fashion Design department organized a Fashion Show competition – "Pret-a-Fusionner"

SOAD-Fashion Design department organized a fashion show competition – **Pret-a-Fusionner** during the Cultural and Sports Fest RENDEZVOUS 2023. The competition comprised of designers from Fashion Design Department who presented the wonderful garments through their respective collections inspired from the themes like Brides and the Bridesmaid, Madhubani, Navratri and Blooming. These collections were made by students under the guidance of renowned artisans like Dr. Ruma Devi from Rajasthan and Ratneshwar Jha from Bihar.

The theme for the fashion show competition was Fusion wear, which was very interesting and challenging, as it required blend of traditional and contemporary styles and ideas. The fashion show had 34 participants including the students from KR Mangalam University, University of Delhi, Mata Sundari College, Delhi University and St. Andrews Institute of Technology and Management, MDU.

The show was judged by Dr. Padmani Koul (Assistant Professor, SOHS), Mr. Rishabh Arora (Assistant Professor, SOET) and Ms. Chandni Aggarwal (Academic Coordinator, SOAD-FD). The first prize was awarded to the student designer, namely, Lalita, student of BA Fashion Design 3rd year, who showcased her collection on Kutch embroidery. The other teams were also presented a token of appreciation for their hard work. Overall, the event highlighted the creativity and skills of the students and motivated them to pursue their passion for fashion and excel in their future endeavors.

SOAD-Fashion Design department organized a workshop on "Button Masala"

School of Architecture and Design - Fashion Design organized a workshop on "Button Masala". The guest expert for the workshop was Prof. Paramjeet Malhotra, working in AAFT School of Fashion Design and also a sustainable Fashion Designer. The workshop started with a presentation and understanding of this technique. Prof. Paramjeet guided and made the students develop the button masala garments individually. The objective of the workshop was to educate students about the history, origin and uniqueness of button masala as a sustainable technique and its applications in Apparel design and construction. The workshop encouraged the participants to explore their creative potential through this technique with the help of experimenting with different materials, colors, and patterns, and using the technique to create unique and innovative clothing designs. The workshop also aimed to promote sustainable and ethical fashion practices by showcasing the button masala technique's potential for reducing waste and promoting responsible consumption. Prof. Paramjeet also explained the need and application of sustainability in the fashion field. The students also developed the garments individually using the newly learned technique under her guidance which has helped the students get the hands-on practical experience. Ms. Chandni Aggrawal, Academic Coordinator of Fashion Design Department, felicitated the guest expert with the Memento and Goodies. The workshop was concluded with an insightful experience for the students.

K.R. Mangalam University celebrated its two days Inter-University annual fest "Rendezvous-2023", on March 02 and March 03, 2023 amidst great splendour, mirth and zest. In the Fest university was organized multiple events to overall development. The evening of the event became magical with the Star performance of Sukh-E Muzical Doctorz. Audience danced in joy on his dazzling and astounding music performances. In the closing note of the Event, the Honourable Vice Chancellor Prof. Dr. Chandrashekhar Dubey greeted everyone good wishes and boosted the moral of the students with his wise words.

Rendezvous

HACK KRMU 2.0, the second iteration of the HACK KRMU hackathon series, is a 36-hour offline hackathon organized by the students of K.R. Mangalam University. Day 2: The day started with Tech Sessions by Mr Anshul Bhide, Business Operations India Head, Replit and Mr. Laukik Avhad, GitHub Campus Expert. The students tried to inculcate the feedback received during evaluation round. Day 3: The final day of the Mega Hackathon started with tech sessions by Tech- Sessions by Mr. Gaurav Kumar, GDG, Mr. Shivay Lamba, Milisearch, and Mr. Sarthak Jain, ReSkill. Then, teams presented their ideas and the implementation to the panel of Judges. The Valedictory Ceremony took place in the presence of Prof. (Dr.) C. S. Dubey Sir. The winners were felicitated with Cash Prizes and goodies worth Rs. 2 Lakhs.

HACK KRMU 2.0

SOHMCT organized event on group discussion on different standards of services in hotels

Hotel Industry survives on the services that are provided to the guests; hence this GD was done to encourage the students to talk about different standards of services in hotels, in the starting the students were a bit hesitant to start, Ms. Ishmeet spoke about how she has noticed while working m a hotel i n her training period that how the guests were usually very happy with the restaurant service. One more student raised the point that they have realized that the hotels that charger higher are usually the ones with better services. The discussion further went on to points about how luxury hotels have very expensive services and how three-star hotels only provide a basic hygienic room and no luxury services of any kind, further the students also pointed out that the guests also differ completely in one style of hotel to other. The discussion ended with the students agreeing that the more expensive the hotel, the more luxurious services are provided and that different type of guests look for different types of services, hence the standard of service of a hotel makes or breaks it. The students participated wholeheartedly in the discussion, raising their points and concluded the discussion properly.

Talk on "Celebrating India's G20 Presidency: Prospects and Challenges for the Emergence of new world order"

The MUN Club in association with KEIC organized a talk by Dr. Anshu Joshi on India's G20 presidency. India's assumption of the presidency of the G20 is based on the cumulative achievements of India since its independence and the unifying role it has played since then. India's leadership in the Non-alignment movement and its autonomous stance on various global multilateral platforms strengthens its image as a leader of the Global South. The pandemic and the Russia-Ukraine conflict further highlighted India's role as a bridge in an increasingly divided world . The talk encompassed India's G20 presidency, her place in the world order, and the .dynamics of the contemporary world order. Dr. Joshi is a renowned scholar of international relations and Indian Foreign Policy from the Centre for Canadian, US & Latin American Studies (School of International Studies) at Jawaharlal Nehru University. She has also co-authored the book "India's Presidency, Connecting World". The talk was highly informative and interactive in nature. Students learned about the various facets of G20 and the importance of India's current presidency. The talk ended with a question-and-answer session where students asked various global issues questions.

Educational Field Visit: New Delhi World Book Fair 2023

The School of Education organized an educational visit to the New Delhi World Book Fair on 28th Feb 2023, at Pragati Maidan, Delhi. The Book fair was organized by National Book Trust, India under the Ministry of Education under the aegis of Azad i Ka Amrit Mahotsav to celebrate and commemorate 75 years of progressive India and the glorious history of its people, culture, and achievements and it was scheduled to be held from 25 February to 5 March 2023. The platform had More than 2.8 million hits, visitors from 70 countries across the world, I 50 Indian Exhibitor s and about I 5 foreign Exhibitors.

Several activities promoting children's literature and reading habits such as skits, dramas, presentations, storytelling sessions, workshops, panel discussions, etc. are

organized i n a specially designed Child ren's Pavilion. The fair was so vast that you could find almost all I & any book of any given category, such as kids, romance, novels, art & craft and motivational & i inspirational and so many more at reasonable price. Students- Teachers took full participation i n the field visit where they explored various books of the latest publications, i identified children 's literature, and analyzed its content. They have also various kinds of book stalls, publishers, catalogues and appreciated cultural activities of leading organizations. The field visit was a wonderful and lightening experience for all the students.

Moral obligation for green environment and clean environment

School of Agriculture science (SOAS) organized an oration entitled on "Moral obligation for Green Environment & Clean Environment" on 31/03/2023, (Friday) at 1:30 pm. The Activity was conducted by Dr. S.S Sharma (Dean of School of Agriculture Sciences) and was coordinated Ms. Priyanshu Choubey (Assistant Professor) SOAS. There were 12 Students. Dr. S.S Sharma discussed with students were provided information about not throwing garbage on the road or in the premises around and to protect the environment from being polluted by the spread of dirt and to keep the environment clean, as well as to encourage planting more and more plants and provided information related to their protection. .

SJMC organized a trip to Andrei Stenin International Press Contest Exhibition (AIFACS Galley)

On 17th of February, 2023, the School of Journalism and Mass Communication from KR Mangalam University organized a trip for the department students to All India Fine Arts and Crafts Society, Delhi to attend the Andrei Stanin International Photo Contest. The department was invited by Sputnik, Russia who was the organizers of this event. This was a photo exhibition of young photographers from all over the world who got an opportunity to have their photographs put up for the public to see.

The exhibition was graced with the presence of the Russian ambassador to India Mr. Denis Allpov, Aaj Tak editor Mr. Sudhir Chaudhary, Mr. Alexaner Shtol, Ms. Olga Dycheva, Mr. Ashwini Mahajan and Mr. Biman Das. These panelists talked about the strength and trust within the Indo-Russian relationship over past few decades and addressed how this exhibition is another step towards changing its narrative. The art of photography is recognized to be a universal language mastered by the winners of the contest. The photographs showcasing our country received immense praise and it was mentioned

that these photographs show the actual position of India in the world. This exhibition was a platform for inviting people to support each other to improve the conditions of their respective countries and international relations.

The exhibition was indeed very insightful and gave our students a completely new experience and a new perspective with which they could view the world.

School of Journalism and Mass Communication in collaboration with Mediaverse organized Digital Photography Workshop

On 15th March 2023, School of Journalism and Mass Communication in collaboration with Mediaverse organized Digital Photography Workshop on Fashion and Culture Genre. Mr. Vikash Jyoti, Founder, Neon Pigeon was the Guest Speaker. The workshop started with the welcome note by Prof. (Dr.) Neeraj Khattri, Dean, SJMC and he explained how the photography field is getting important day by day in career perspectives. The purpose of the workshop was to improve the technical photography skills, developing the frame and practice lighting along with the containment of creativity in photography. The students learnt the use of lenses, filters, and depth in order to take good shot.

During the workshop, participants were given a brief introduction to digital photography and its importance in journalism and media.

They were then taken through the basics of camera settings, including shutter speed, aperture, and ISO. The participants were also taught how to properly hold a camera and compose a shot. The workshop concluded with a practical session where participants applied their newfound knowledge and skills in taking photos.

The digital photography workshop by the School of Journalism and Mass Communication was a huge success. 52 students attended the session. The participants left the workshop with an in-depth knowledge of digital photography and practical skills that will help them excel in their careers.

SJMC Organized Workshop on Fact Checking Tools and Techniques

School of Journalism and Mass Communication in association with KEIC and Mediaverse organized a workshop on Fact Checking Tools and Techniques (Fact Verification and Entrepreneurship) at Lab-8, C-Block, on 21 March 2023. The expert for the session was Dr Moinuddin Ahmed, Editor, India Times and a Google News Initiative trained fact checker expert from Data Leads. Prof. (Dr.) Neeraj Khattri, Dean, SJMC welcomed the expert and emphasized on the importance of fact checking for everyone in the era of digitalization. The initiative was to empower the students with media and digital literacy and also give them insight into career opportunities and prospects in it. Through the workshop the students gained a deeper understanding of the challenges and opportunities of fake news fact-checking in the digital age.

The speaker discussed how to identify and verify sources, how to fact-check images and videos, and how to use various online tools for fact-checking. The speaker also emphasized the importance of collaboration in fact-checking and how journalists, researchers, and citizens can work together to promote accurate information.

The participants were given the opportunity to ask questions and share their own experiences. The participants were also divided into groups and given a practical exercise to fact-check a piece of information. This exercise helped the participants to understand the techniques and tools discussed in the workshop.

The workshop was a success, and the participants gained valuable insights into fact-checking techniques and tools. The workshop also highlighted the importance of fact-checking in today's world and the opportunities available for those interested in this field. The participants left the workshop with a better understanding of how to verify information and how to promote accurate and reliable information in their own communities.

SJMC organized event on Career Counseling Session- Presentation Techniques

On the 15th of February, 2023, a career counseling session was held at the Computer lab 3, A- Block. The session focused on presentation techniques and the expert was Mr. Neeraj Singh, Director, Training and CDC.

Mr. Singh started the session by introducing himself and giving a brief overview of the importance of presentation skills in today's world. He emphasized that in any profession, the ability to communicate effectively and present ideas with clarity and confidence is a key factor for success.

Mr. Singh proceeded to discuss various aspects of effective presentation skills, including body language, eye contact, voice modulation, and visual aids. He provided examples of how to use these skills effectively in different types of presentations, such as academic seminars, job interviews, and business pitches.

The session was highly interactive, with participants being encouraged to ask questions and share their own experiences. Mr. Singh responded to each query with patience and expertise, often citing real-life examples to illustrate his points.

The session ended with a Q&A round, where Mr. Singh answered some last-minute queries from the participants. The event was highly informative and beneficial for all the attendees.

In conclusion, the career counseling session on presentation techniques by Neeraj Singh was an excellent opportunity for the participants to learn from a seasoned professional. The practical tips and advice provided by Mr. Singh will undoubtedly benefit the participants in their academic and professional lives.

Workshop on career counseling session on interview preparation

A session on Career Counseling on Interview Preparation was conducted by School of Basic and Applied Sciences, K R Mangalam University, Gurugram. The proper guidance about the career helps the students to meet their goals. It also promotes the equity where not only knowledge and skill but understanding about their use is also important. In this context, the mission of career guidance has become a part of lifelong learning. The session was started by Dr. Mina Yadav by giving a blief introduction about the session. She welcomed all the students and introduced Mr. Neeraj Singh in front of students by giving his brief introduction. Mr. Neeraj told the participants that we are living in a time of rapid change and this has important implication for career planning. In the past, people would like to spend their life in one job but in today's time, young people can expect to have several careers i n the course of their lifetime. To become successful, they should be flexible, creative, self-confidence and able to innovate. This is very necessary to upgrade skill throughout the lifetime He also discussed different techniques with the students while appearing in the interview:

Before facing the interview, is it the crucial step to research about the com pan y like its founding story, mission, the operational values of the company and many more.

One of the most important steps is to dress up yourself in a proper manner.

Practice some common questions before facing the interview.

Focus on the questions asked by interviewers.

Prepare some question which could be asked i n the last of interview.

Always thank the interviewer for their time before living the place.

All the students were more confident and enthusiastic. They learned different skills to face the interview. The session related to career counseling always helped to develop the leadership qualities and personality development of the students. Students can adopt fair and realistic decision to build a successful career. The session was very interesting for the students and they also cleared their doubts. Dr. Mina Yadav ended the session with vote of thanks.

SBAS organized an Inter-University competition- Innovation for a Sustainable Future

The School of Basic and Applied Sciences (SBAS), K.R. Mangalam University, Sohna Road (Gurugram) organised an Inter-University competition for students on "Innovation for a Sustainable Future" on 28th February 2023 on the occasion of National Science Day. A short presentation commemorating the contributions of various scientist's in the field of Science marked the commence of the event,

The competition aimed at bringing forward various innovative ideas to achieve a sustainable future and to spread more awareness on the need for sustainable development. The competition also aimed to boost the confidence and morale of the students, preparing them to put forward their views clearly. The competition witnessed an active participation from about 51 participants, who presented their ideas through various presentations and posters.

Some of the ideas brought by the students were so fascinating and worth thinking like 'synthesis of manufacturing material using waste products, 'biodegradable cutlery and utensils', swa locker (where students prepared a locker reusing old integrated circuit (IC's), bakelite) and many more. The students emphasized the need to reduce the dependency on fossil fuels and to look forward to various other alternatives. The event was judged by Dr. Roopam Gaur and Ms. Ritika Khatri of K.R. Mangalam University. The session was quite interactive because students from different courses of various universities participated in the event. Therefore all the participants as well as the faculty members concluded that economic, social and environmental protection is crucial for sustainable development. A final conclusion is that

in order to achieve a more satisfactory relationship between society and its environment, timely provisions should be made by us so that a balance is maintained between consumption and conservation of the natural resources. Participants are judged on the basis of their confidence, justification of the topic of event and time management. Most of the students who participated in the event showed great enthusiasm and zest while exhibiting their presentations. The new ideas like Hydrogen car, pollution, poverty, finance management, mental health related issues, child development, solar energy, population, block chain, afforestation, agriculture which they want to be covered In future events. They learned about the new innovation ideas, how to protect their future and the need for a sustainable development.

SOMC organized seminar on Gender Sensitization: Society, Culture and Change

An informative Seminar was conducted by the School of Management and Commerce at KR Mangalam University on Gender Sensitization: Society, Culture and Change for undergraduate and graduate students on 21st February 2023. The primary reason behind this session was to raise awareness about the nature and significance of the different discriminations that have resurfaced and deep rooted themselves in our daily lives and culture due to some past societal norms and misogynistic ideologies that influenced the way societies in general function.

The audience received vivid insights on the topic by Dr. Monika Yadav and Ms. Shreya Sharma where they raised an important question regarding the gender social construct. This eye opening seminar was supported by a video that focused on accurately addressing the issue through a pictorial illustration and a simple story covering up gender inequality, injustice, male dominance, superiority complex, difference between gender and sex, gender bias, socialization and predefined gender roles

which are orthodox in nature.

However, there has been a paradigm shift in the outlook of perceive genders as equals due to increased efforts of the youth to spread more awareness among the previous generations. The audience maintained the required discipline and was very participative when posed with relevant questions. The simplified manner in which complex terminologies were explained to the attendees was noteworthy, portraying the

tangible engagement skills possessed by the speakers. As the actlvttles came to a close, a gratifying response was received by the audience they seemed mentally enlightened and had understood the importance of business restructuring that was imparted by the esteemed speakers and hardworking coordinators.

As the activities came to a close, u gratifying response was received by the audience as they seemed

Mentally enlightened and had understood the importance of business restructuring that was imparted by the

Esteemed speakers and hardworking coordinators. However there has been a paradigm shift i n the outlook of perceiving genders as equals due to increased efforts of the youth to spread more awareness among the previous generations. The audience maintained the required discipline and was very participative when posed with relevant questions. The simply tied manner in which complex temlinologies were explained to the attendees was noteworthy, portraying the tangible engagement skills possessed by the speakers

SOET organized a training program on Student professional ethics

A training program on Student professional ethics is carried out on 27lh March 2023 during the afternoon session. Targeting the objectives of providing clarity of thoughts to engineering students in decision making and dealing with ethical dilemmas during the day-to-day. All requires the knowledge of professional ethics and basics of morality that needs to be embedded with our student and job profile during the tenure. The session was briefly introduced at the start by Dr. Bhavesh Vyas.

He addresses the students with a basic interaction round and tail it to knowledge add-ons of various studies dealing with ethics and philosophies associated with it. He introduced and discussed various ease studies that decide

the quick decision power of the subconscious mind. The second part of the session was proceeded by Dr. Surendra Kumar Yadav. He discussed his lifelong suggestions for college life issues with students. The session was interactive multiple Queries about making a balance between education and family issues were also discussed with examples too. Lastly interactive quiz round and students view point over the

topic was delivered on stage and then the session concluded with feedback and valuable suggestions from the students.

Visit to BES Expo 2023: International Conference & Exhibition on Terrestrial and Satellite Broadcasting

17th of February, 2023, the School of Journalism and Mass Communication from KR Mangalam University organized a trip for the department students to Pragati Maidan for attending the BES Expo. The purpose of this event was to be updated with the latest innovations and development in the world of media and mass communication.

The event consisted of several panelists who talked about a vast number of developments and ideas that could change the course and structure of our communication process. OTT an Internet revolution is expected to alter the audience mentality regarding the accessibility to content in their households. This includes Netflix and Amazon Prime Video being the top most in the list. The strategic partnerships amongst competitors in the market is an important that could boost the

broadcast network as well.

The event also shed light on the terrestrial broadcast network in India that would have commonality and standard based ecosystem. In this process, video streaming is said to be the

main driving force. 5G and its value in the media market were explored. It is said that the integration of 5G with the metaverse in the future could a game-changer in the industry. Different media trends like pay-on demand, digital advertising, content and its monetization. Our students also visited the various exhibitions stalls and learnt about different equipment used in the media field like the ENG (electronic news gathering).

The students departed from the event with abundant knowledge regarding the new technological innovations in media and mass communication. The BES Expo tour was necessary for the department to gain a new perspective about this field.

School of Journalism and Mass Communication organized Event on World Radio Day

On the 13th of February, 2023, an event was conducted for the students of the School of Journalism and Mass Communication in KR Mangalam University. This was done for the occasion of World Radio Day that celebrated the impact and significance of the radio in our day-to-day lives. The session was done by RJ Aditya who has also worked as a dubbing and voice over artist in various platforms like Nat Geo, Discovery, NDTV, Pogo, Cartoon Network, etc.

RJ Aditya talked about why the importance of radio is still relevant today, even with the onset of digital media. He explained why this tool of

communication feels so personal for the mass media and how it spreads information and new ideas across the nation. With equal enthusiasm

from the students, RJ Aditya showcased the power of a human's vocal chords by making everybody prepare a short narration piece of their own making. He even took time to share his own experience of interacting with different callers during his job and also talked about his opportunity of working in the Hindi film industry.

In totality, the event was a huge success and the students were more than happy to have been a part of it. It was indeed an extremely insightful session where everybody got to learn so much regarding the field of mass communication.

SJMC Conducted Training Program on Environment Awareness and Responsibility

A training Program on Environment Awareness and Responsibility was organized on 13th of February 2023 by School of Journalism and Mass Communication in collaboration with Meant4Environment for the students and faculty of the school.

Students were appraised on the various aspects of the topic. The objective of the activity project was to create awareness among media students about environmental issues and promote responsible environmental practices through their work. To fulfill this responsibility, an indoor activity project was organized for media students with the objective of creating awareness and promoting responsible environmental practices.

The project aimed to engage students in discussions and activities that would help them understand the impact of their work on the environment and encourage them to take action.

The indoor activity project was designed to be interactive and engaging, with a focus on practical activities that would help students understand the impact of their work on the environment. The following activities were included in the project:

Discussion on environmental issues: The project began with a discussion on various environmental issues such as climate change, pollution, and deforestation. Students were encouraged to share their thoughts and opinions on these issues and how they could use their skills and knowledge as media professionals to create awareness and promote sustainable practices.

Screenings of environmental documentary: Students were shown short clips/ documentaries on environmental issues. These documentaries helped students understand the severity of environmental issues and the need for urgent action.

Group activity on eco-friendly practices: Students were divided into groups and asked to come up with ideas for eco-friendly practices that media organizations could adopt. The groups presented their ideas, and a discussion was held on the feasibility and impact of these ideas.

Guest expert of the session Ms. Manju Ranjan of Meant4Environment was invited to conduct the session. The expert also shared their experiences and provided insights on how media professionals could use their platform to make a positive impact.

Yoga and Healthy Habits: Personality Development for life Skills

Yoga is the greatest healthy habit; it has numerous benefits and promotes good quality of living. Yoga offers physical and mental health benefits for people of all ages.

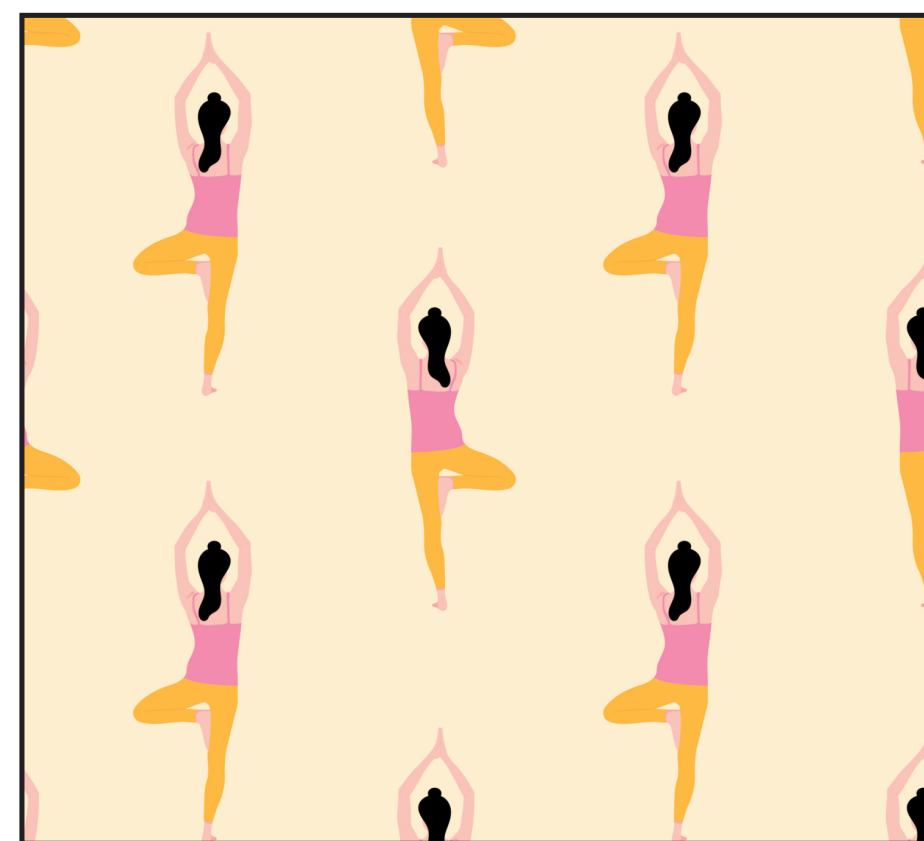In today's competitive and constantly changing world, having Healthy habits is a must. To promote Yoga and other healthy habits, the School of Humanities at K.R. Mangalam University organized an event on the topic. In the KR Mangalam campus, A block (4th floor), Yoga room the flex poster for the event was posted it was equipped with required materials like yoga mats, speakers for playing yoga music, and mike for the expert to announce key instructions' were arranged. This event was designed to equip students and faculty members with Yoga, Healthy Habits.

Two extremely talented expert faculties of Art of Living, Mr. Vidyanath & Mrs. Asha Chopra, were invited as yoga specialists as an external source of contact to assist students in the activity. Mrs. Chopra first beautifully built a healthy rapport with the students who participated in the event. She explained the basics of yoga to the students, what is the nature, dimensions of the Buddhist school of thought that are Yoga which is now widely accepted by the Western world for its amazing mental and physical benefits finally yoga has received its due importance. Mrs. Chopra explained to the students how stress a debilitating cause of damage to health can be reduced by Yoga. She helped students understand the stress and how it can be reduced using techniques of yoga. Mrs. Chopra made students perform some walking, running, and jumping activities to lighten up the room. She energetically performed every activity and corrected the poses of the students whenever they made a mistake.

She made them understand the importance. Mrs. Chopra narrated a story to the students which are about a monkey, she instructed the students to listen keenly and to especially not focus on the animal that is the protagonist of the story which is a monkey. She later asked the students in an interactive session, what is it that they visualized most when each and every time the name of the animal, the monkey was called out. in the story. This is how she demonstrated that the mind plays games in the way that it highlights the very information that we try to suppress.

Later she engaged students in Progressive muscle relaxation and students were also able to experience some Yoga Aasnas, Pranayama, Meditation, and Yoga Nidra as guided by Mr. Chopra. The event turned out to be a successful one and proved to be very fruitful for the students. Students got to learn a lot of new knowledge from the Two Experienced, Art of Living Faculties invited for the session at the University.

"Success Stories of women in Science"

Women are the minority gender in world research. Despite similar work profile, hard work and innovative mind, women get minimum recognition of their work as compared to male counterparts. Plenty of innovations are there where women have contributed but not recognized or acknowledged for the same. From a simple dishwasher to life saving raft, from a small medical syringe to double helical structure of DNA , all discoveries is organized emphasize on the work women have done in science and to encourage young minds to have a broad mind set and think about gender equality as a boon to the society and the world as a whole.

Objective

To encourage youth to have a broader mindset towards gender inequality

To encourage the participants to do their best in their field through success stories of eminent

personalities

Success stoly of guest of honor was shared with the participants to encourage them to do their best in their respective field not to feel disheartened due to any obstacles coming in the way of their success. Dr. Neha Rastogi, MD, infectious Diseases, Fortis Hospitals, was invited as guest of honor. She shared her success story of how she became a well experienced doctor,

consultant, researcher and educationalist. She discussed infectious diseases and current therapeutic regimens frequently used in heath sector and the role of pharmacist in health sector. She also encouraged students to pursue their goals with zeal and enthusiasm.

All the students were positively encouraged and interacted with Dr. Rastogi, asked questions related to pharma and clinical field. This was an interactive and fruitful session as the students get to know their profession's importance and was motivated to do their best for battement of the society and its people. These types of interactive sessions encourage students and make them aware about science and their role in the health sector. This type of sessions will be helpful in making students understand gender equality and their role in

SOHS organized Sensitization Lecture on "Indian Constitution as Progressive Text"

School of Humanities of K.R. Mangalam University organized an event on Sensitization Lecture on "Indian Constitution as Progressive Text" on 30th March 2023. The Constitution is a document of inspiration, and a means to transform society and the State-citizen relationship. "The provenance of the Constitution isn't as foreign as some would like us to believe. It is an Indian document. It is a document that we've given to ourselves.

The basic goal of the event was for students to specify who has the power to make decisions in a society. It decides how the government will be constituted, to set some limits on what a government can impose on its citizens and to provide a set of basic rules that allow for minimal coordination amongst members of society.

The objectives of the event were:

1. It describes the political principles and establishes the procedure of government institutions.

2. The constitution also lays down the directive principles, fundamental rights as well as the duties of citizens of India.

3. The Indian Constitution clearly affirms India as a secular, socialist, sovereign and democratic republic ensuring that its citizens get liberty, equality and justice.

SJMC organized Faculty Development Programme on Research Methodology and Statistics

The Faculty Development Programme on Research Methodology and Statistics was held on 6th February 2023, aimed at equipping faculty members with the skills and knowledge necessary for conducting high-quality research. The programme started with an opening address by the Dean Prof. Dr. Neeraj Khattri, who emphasized the importance of research in academia and the need for faculty members to be equipped with the latest research methodology and statistics skills. This was followed by a keynote speech by Prof. Dr. Vikram Kaushik, faculty of Media Studies Guru Jambheswar University of Science and Technology Hisar, who provided an overview of the fundamental concepts of research methodology and statistics, and the importance of these concepts in conducting effective research.

The workshop covered the different types of research methodologies, including qualitative and quantitative methods, and provided hands-on experience in selecting appropriate research methods for different types of research projects.The programme also included interactive sessions, where participants were encouraged to engage with the speakers and ask questions related to their research projects. This provided an opportunity for the participants to seek guidance and advice on how to overcome challenges faced in their research work.

On the second day the session started with the welcome note by Dr. Sarina, She acclaimed the participants about the topic and objectives of the session, and introduced the Expert of the day Dr. Nilima Thakur. Dr. Nilima Thakur is assistant professor at Jagannath Institute of Management Sciences, Kalkaji. She enlightened the participants about the role and requirement of SPSS in Research in different spectrums. Dr. Nilima Thakur explained the types of Data i.e. Categorical Data and Numerical Data, the further bifurcation of the data is as following:

    A.   Categorical Data (Qualitative Data)
        a.   Normal Data
        b.   Ordinal Data
    B.   Numerical Data (Quantitative Data)
        a.   Discrete Data

    b.   Continuous Data

Furthermore Dr. Nilima Thakur demonstrated the tools and techniques of SPSS and explained the methodology of Coding of the Categorical data. Additionally, Dr. Nilima explained the need and exercises of different analysis manners i.e., Mean, Mode, Median and Standard Deviation.

- Dr. Nilima Thakur demonstrated the types of tests to be used in Statistics analysis of a Research through SPSS.

- She explained about the One-way Anova, Multiway Anova tests, T-Test and Paired T-Test, Chi-Square Test and Z-Test and explained and demonstrated their uses in research for different purposes

- Moreover Dr. Nilima resolved the queries of Participants related to the statistical tools and techniques in Research.

Fourth day of online FDP on Research Methodology and Statistics was on the topic entitled Case Study and Focus Group Interview Method. The online session was chaired by Prof. Dr. Neeraj Khattri, Dean, School of Journalism and Mass Communication, K.R Mangalam University and the expert speaker was Dr. Punitika Batra, Assistant Professor, Jagannath Institute of Management Studies, VasantKunj, New Delhi.

The session was started with the basic discussion of qualitative and quantitative research, the expert speaker explained all the concepts both the research approaches. The deep insight discussion of focus group interview was really informative in which the group size, kind of group composition, the duration of focus group interview, the kinds of groups., how to plan a focus group interview, a discussion on the advantages etc. With examples, were explained in a simple manner. Dr. Batra, also explained all the aspects of Case Study Method, in which the usage of case study method, features of the method, its functions, strengths, weaknesses and the process how to conduct case study method were very well explained.

Next day of online FDP, the session was started with the commencement of the Faculty

Development Program with the introductory speech by Dr. Sarina wherein she welcomed the resource person, Professor Dr. Manoj Dayal. The Dean of SJMC then welcomed the resource person. Dr. Manoj Dayal started the session by talking about the basics of Statistical tools in Research.

Key points discussed in this FDP were:
- He emphasized on scientific temperament of research.
- He further talked about Media Metrics
- Tests used in Paramerics Media Research
- Tests used in Non-Parametrics Research
- Application of Media Research

In the last day of the FDP session was started with the introductory speech by Ms. Gauri Joshi wherein she invited Dr. Sarina to present a report of past days of FDP. Dr. Sarina summed up the key issues discussed in five days of this Faculty Development Programme. Dr. Sarina then invited Professor Dr. Neeraj Khattri Dean, School of Journalism and Mass Communication to take over.

Dr. Khattri started the session with a motivating speech. He also appreciated faculty members for their contribution and talked about all the five days of this programme. Ms. Sheetal then expressed gratitude for conducting this programme. She recalled the highlights of entire programme. Mr. Abhishek also expressed his happiness to be a part of this FDP. Ms. Gauri Joshi then summed up the entire Faculty Development Programme and thanked Dr. Neeraj Khattri for his guidance. The programmed was then concluded with a group photo of all the participants.

SOET conducted one day workshop on computer hardware assembling

Wednesday, 09th February 2023, SOET conducted one day workshop on computer hardware assembling. The prime objective of the workshop is to make the students aware about computer components and how they fit and work together. Workshop provided the basic knowledge about assembling the system (motherboard) and demonstration for the same. Information was given regarding the RAM and its types, SMPS, API components of motherboard. Demonstration for assembling the optical cable (RJ45). Workshop imparted the fundamental knowledge about computer hardware, Operating System installation, fault diagnosis and networking. Dr. Manoj Ojha explained the basic concepts related to PC architecture and hardware components such as motherboard, RAM, Hard drive, and CPU, computer networking such as network components, physical, logical and port addresses, LAN, WLAN. One working CPU was disassembled/ assembled and shown to the students. The students gained the real-time experience of reassembling the different parts of computer. There was a question/answer session at the end of demonstration which was interactive and informative to the students. Computer Assembly is an important process

that every student must know. As it received a huge interest by the students, we will be looking forward for more such workshops.

Understanding Alzheimer's disease in Communities- Learn Listen, Link

SMAS (Department of Pharmacy), KRMU organised an awareness programme on Alzheimer's disease in nearby village (Village- Berka) in collabration with NSS KRMU on 06/03/2023. Dementia is a syndrome, usually of a chronic or progressive nature that leads to deterioration in cognitive function (i.e. the ability to process thought) beyond what might be expected from the usual consequences of biological ageing. It affects memory, thinking, orientation, comprehension, calculation, learning capacity, language, and judgment. In India, more than 4 million people have some form of dementia. Worldwide, at least 55 million people are living with dementia, making the disease a global health crisis that must be addressed.

Alzheimer's disease is the most common form of dementia that causes problems with memory, thinking and behavior. Symptoms usually develop slowly and get worse over time,

becoming severe enough to interfere with daily life. An Early diagnosis of Alzheimer's disease is life changing for the people with the disease, as well as their family and friends. But in Indian scenario, awareness or information about the disease is very limited especially in our rural areas.

In best of our knowledge, we conclude that residents of Berka Village had very less infomlation about Alzheimer disease before this awareness programme. Our efforts have raised the knowledge about the importance of early diagnosis, recognizing the early symptoms of disease, prevention and role of healthy style to reduce the risk of disease among the public. Now we expect people will be ready to accept the behavioral and psychological problems exhibited by the individual suffering from the disease also, people will have empathy, compassion and support for dementia patients and their caregivers in om society.

SOET organized an Alumni Talk on Certifications & Skills for successful career in IT Industry

An Alumni Talk was organized by the School of Engineering and Technology (C E), on 15th March, 2023. 60 Under-graduate and Post-graduate students attended the event. The objective of the Alumni Talk event was to provide a forum to the alumni for exchange of ideas on academic, cultural and social issues of the day with the students and to make students aware about the skills and certifications needed for a successful career in IT industry. Mr. Aman Bhati a student of 2014-2018, batch working as Digital Marketing Manager, talked about the recent trends, jobs availability and advancements of the IT industry.

Mr. Aman also discussed about the skills need to fulfill to cope up with the current industry requirements. In the event Students were able to get an idea of the roles/requirements, recent trends of the IT industry and the certifications/skills needed to pursue a successful career in IT industry.

SOET Organized inter university Project- Expo Event

SOET Organized inter university Project- Expo on 3rd March 2023. The outcome of education & learning is through the creation of a project addressing solution of any existing problem. Multiple objectives targeting solutions of real time issues, to raise student's confidence by project building, the event is formulated. After wards the event started with general addressing of guests and declaration of theme of projects. General visiting session started for faculty members and students. Participants from different

universities have displayed there project pertaining to real time problems of blind people, wet and dry waste disposal system, robotic eye etc. Followed by photography session, judges questionnaire were addressed, for finalization of event. Presiding with media coverage, and result declaration, the students are briefed with importance of project building in their life. Than closure of event is marked upon with group photography and winners (first prize and second prize) detailing.