

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 Quarterly NewsLetter of K.R. Mangalam University, Gurugram



Admissions Open 2023-24

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 B.Tech CSE (AI & ML) with academic support of Samatrix & IBM
 B.Tech CSE (Cyber Security) academic support of EC-Council & IBM
 B.Tech CSE (Data Science) academic support of IBM
 B.Tech CSE (Full Stack Development) with academic support of Xebia
 B.Tech CSE (UX/UI) with academic support of ImaginXP
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 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
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 M.Tech in VLSI
 M.Tech in Power, Electronics and Drive
 M.Tech in Automobile Engineering
 MCA

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

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 BBA (Entrepreneurship) with academic support of GCEC Global Foundation
 BBA (International Accounting & Finance) (ACCA- UK) with academic support of Grant Thornton
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 BBA (Business Intelligence & Analytics) with academic support of Samatrix
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 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

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 Bachelor of Fine Arts
 Bachelor of Design (B.Des.)
 Bachelor of Interior Design (BID)
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Vice Chancellor's Message



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

Dear all,

I hope this message finds you all in good health and high spirits. On this momentous day, as we celebrate the 75th Independence Day of our great nation, I am delighted to extend my warmest welcome to the newest members of our KRMU family.

Students, we not only hoist the tricolour flag with pride but also welcome a fresh wave of bright minds and aspiring individuals who will shape the future of our country. Each of you brings a unique perspective and potential that will contribute to the rich tapestry of our university community.

We are committed to nurturing your talents, fostering critical thinking, and providing you with the resources to reach your full potential. As you embark on this educational journey, I encourage you to embrace this opportunity to learn, grow, and make a positive impact on the world around you.

It is a time to reflect on the importance of education in preserving and enhancing our nation's independence. I urge you all to carry forward the values of integrity, knowledge, and innovation as you pursue your academic and personal goals. Encourage you to actively engage in academic pursuits, extra-curricular activities and community initiatives. Together, we can create a brighter future for our country.

Happy Independence Day!

From Editor-in- Chief Desk



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

Dear all,

As we gather here to celebrate the 75th Independence Day of our great nation, I extend my warmest wishes to every member of our K. R. Mangalam University family. Independence Day is not merely a day of national pride and fervour; it's a day that reminds us of the sacrifices, struggles, and the unwavering spirit that led to the birth of a free and sovereign India. It's a day that encapsulates the essence of resilience, diversity, and the unyielding belief in a brighter future.

I trust this newsletter finds you all in good health and high spirits. It gives me great pleasure to address you once again as we come together to celebrate our achievements, share knowledge, and strengthen the bonds that define our academic community.

As the Dean of SJMC, it is both an honour and a privilege to lead an institution that is committed to excellence, innovation, and the pursuit of knowledge. Our community, comprising dedicated faculty, enthusiastic students, and supportive staff, is the driving force behind our continued success and growth.

Best Wishes!

SOMC organized session on "Empowering Citizenry: Values, Rights, Duties, and Responsibilities of Citizens"

18th Sept. 2023, SOMC organized session on "Empowering Citizenry: Values, Rights, Duties, and Responsibilities of Citizens". The aim of this session was to educating management students about the fundamental aspects of citizenship in our society. The event featured the advocate Ravinder Singh from the District Court of Haryana as the keynote speaker, who provided invaluable insights into the rights, duties, and responsibilities of citizens in a democratic nation.

The primary objectives of the event were as follows:

1. To enhance the understanding of management students about the concept of citizenship in India.
2. To educate participants about the fundamental rights and duties enshrined in the Indian Constitution.
3. To emphasize the importance of civic engagement, responsibility, and ethical behaviour in a democratic society.
4. To inspire students to become responsible and active citizens who contribute positively to the nation's development.

Content: Renowned legal expert and advocate from the Haryana District Court delivered keynote address, providing insights into the legal aspects of gender equality and pay disparity. He explained the topic using real-life case studies to illustrate instances. The seminar covered a wide range of topics related to citizenship, including: Introduction to Citizenship- The advocate began by explaining the concept of citizenship and its significance in a democracy.

Constitutional Rights- The speaker

elaborated on the fundamental rights guaranteed to every citizen by the Indian Constitution, such as freedom of speech, right to equality, and right to life.

Citizenship Duties- The audience was educated about their responsibilities as citizens, including the duty to vote, pay taxes, and follow the law.

Civic Engagement- The advocate stressed the importance of active participation in the democratic process, such as voting in elections, and engaging in community service.

Ethical Citizenship- The discussion also touched upon the importance of ethical behaviour, honesty, and integrity in personal and professional life.

Outcome: Following outcomes were derived from the session:

1. Increased Awareness: Participants gained a deeper understanding of their roles and responsibilities as citizens.
2. Empowered Citizenship: Students were inspired to become more active and engaged citizens, recognizing the power they hold in shaping their nation's future.
3. Legal Knowledge: Attendees learned about their constitutional rights and how to assert them responsibly.
4. Ethical Values: The importance of ethical behaviour and integrity was emphasized, contributing to the development of responsible citizens.
5. Civic Responsibility: The seminar instilled a sense of civic responsibility, encouraging students to actively participate in their



communities and uphold the democratic values of the nation.

6. SDG 4: Quality Education Participants gain a better understanding of the values, rights, duties, and responsibilities associated with being a citizen. They become more aware of the significance of active citizenship and its impact on society.

Conclusion: The session on "Empowering Citizenry: Values, Rights, Duties, and Responsibilities of Citizens" was a highly informative and inspirational event for management students. The speaker delivered an engaging and insightful presentation that left a lasting impact on the participants. The knowledge and motivation gained from this seminar will undoubtedly contribute to the development of responsible and ethical citizens who play a positive role in society and the nation as a whole. The event successfully achieved its objectives and served as a reminder of the importance of active citizenship in a democratic nation. We look forward to organizing similar events in the future to further empower our students and promote responsible citizenship.

NSS, KRMU Organized National Voluntary Blood Donation Day

National Voluntary Blood Donation Day is observed annually in India on the 1st of October to emphasize the significance of blood in the lives of individuals. This observance originated in 1975 through the efforts of the Indian Society of Blood Transfusion and Immunohematology. In context of this, a Nukkad Natak was organized by NSS volunteers at the Government School in Abheypur. Blood Donation Day is to raise awareness about the importance of blood donation and encourage people to donate blood voluntarily.

Additionally, the Nukkad Natak dispels myths and misconceptions related to blood donation and motivate individuals to become regular donors. During the event, NSS volunteers performed a Natak, shedding light on the significance of blood donation. They portrayed two scenarios wherein family members tragically lost their lives due to a shortage of blood. They conveyed to the audience that in today's fast-paced world, while people like to share their lives on social media; they often turn a deaf ear to important concerns. The volunteers highlighted India's disconcerting

status as the leader in blood shortage, resulting in a substantial supply deficit.

They emphasized that achieving a 100% voluntary blood donation can enhance blood safety in India but only 70% of blood donations are voluntary. Furthermore, they delved into the reasons why some individuals are hesitant to donate blood and dispelled all myths that common people think about. In the last, Dr. Neeraj Kumari addressed contentious issues surrounding blood donation and underscored the societal benefits of voluntary blood donation.

K.R. Mangalam Management Society organized a Group Discussion: Un-plastic India

19th Sept. 2023, K.R. Mangalam Management Society organized a group discussion on 'Unplastic India' for all the students. The event was to create awareness about a movement or initiative aimed at reducing or eliminating the use of plastic in India. The primary objective of the group discussion on "Unplastic India" was to create awareness and encourage students to actively participate in efforts to reduce plastic usage and promote a more sustainable and eco-friendly lifestyle in India.

Coordinators conducted a group discussion on Unplastic India as an initiative to reduce and eliminate use of plastic in India. The student were presented with information about

ongoing initiatives and success stories related to reducing plastic usage across India. This segment aimed to inspire and demonstrate that positive change is achievable. The core of the event involved an open discussion where participants were encouraged to share their views, ideas, and experiences regarding plastic pollution and how it can be addressed at individual, community, and societal levels. Students engaged in identifying the challenges hindering plastic reduction efforts and brainstormed potential solutions. The discussion focused on feasible strategies to overcome these challenges. Students were also encouraged to form youth-led initiatives and campaigns. The event

concluded with a call to action, urging participants to commit to specific actions in their daily lives, such as reducing single-use plastics, promoting recycling, and spreading awareness about plastic pollution.

The students expressed a strong desire to make a difference and were enthusiastic about being part of the solution to plastic pollution. They made suggestions to incorporate plastic reduction education into University curricula to ensure a sustainable and informed future generation. Students also highlighted encouragement and recognition of youth-led initiatives as an essential step to motivate and continue their efforts.

AARAMBH

K.R. Mangalam University celebrated its Freshmen Orientation Program "AARAMBH" for the session 2023-24 with great enthusiasm and grandeur on August 19, 2023. The university organized this program to welcome the new entrants with high spirits and zeal. The event was attended by around 10,000 students who have enrolled in the UG and PG programmes at the University, accompanied by their parents or guardians. The event was inaugurated with the lighting of the lamp and Saraswati Vandana. This event marks the beginning of new possibilities for the incoming students, offering them a chance to embark on a journey towards new heights.



DEEKASHARMBH 2023-24



NSS KRMU organized a badge making competition under the umbrella of Azadi Ka Amrit Mahotsav

Under the "Meri Mati, Mera Desh" campaign, NSS, K. R. Mangalam University organized different programs from 11th August to 15th August at campus and in village. The main objectives to organize the events was to give true value to its tagline "Mitti ko naman, veeron ka vandan" by recognizing courageous souls those who gave their lives in defense of the nation. NSS KRMU organized a badge making competition under the umbrella of Azadi Ka Amrit Mahotsav at Moot Court, A Block. The event was started by Mr. Harsh Sharma (Event coordinator) where he familiarized the students about the rules of event. In this event, 20 students from different disciplines participated. The

time for making the badges was one hour. The judge of the event was Dr. Monika Yadav (Assistant Professor, SOMC). All the students participated with full enthusiasm and presented their badge according to theme. Sheetal (BA political science) got 1st position. The second position was secured by Aashi (B.El.Ed). The third position was shared by two students Nikita (BPT) and Aarti Yadav (B.tech CSE). Dr. Neeraj Kumari, NSS coordinator congratulated all the winners and wished all students good luck for future.

During 103rd Man Ki Baat, Hon'able Prime Minister Narendra Modi announced the Meri Mati Mera Desh campaign which starts from 9th



August 2023 for honoring the martyred brave-hearts of the country. Under this, many programs like Prabhat Pheri, Pledge Taking ceremony, March past, National Flag Hoisting and many more programs will be organized across the country in memory of our immortal martyrs. By connecting with the land and honoring our heroes, this program will instill a sense of national pride and inspire future generations to protect India's cherished heritage.

K.R. Mangalam Management Society conducted a Brainstorming Session

5th Sept. 2023, K.R. Mangalam Management Society conducted a brainstorming session for its students. The aim of the session was to encourage creative thinking and problem-solving skills among the participants. The students were divided into groups and given various topics to discuss and present their ideas. The session was facilitated by Dr. Deepika Chaudhary (Coordinator, Management Society, Assistant Professor, SOMC) and Dr. Sarina Asif (Co-Coordinator, Management Society, Assistant Professor, SOMC).

The objective of the brainstorming session was to generate innovative ideas for improving students'

engagement, motivation, performance and learning. The session also included encouraging the divergent thinking and also exploring different perspectives and possibilities. Students learnt to foster collaboration and synergy, which can be built on each other's ideas. The event was started with the established some ground rules, such as no negative comments, no evaluation of ideas, no interruptions, and no off-topic discussions. It was reminded to the participants that quantity is more important than quality at this stage. All participants were asked to write down their ideas. They could use words, phrases, sketches, or symbols. It involved gathering a group of

students and encouraging them to share their thoughts, opinions, or suggestions on a specific topic or challenge.

The brainstorming session was a success as it generated a high level of engagement and enthusiasm among the students. It also fostered a culture of innovation and teamwork. Students enjoyed the session. It also helped them to improve their communication, collaboration, and critical thinking skills. The brainstorming session proved to be highly productive, fostering collaboration and generating innovative ideas to address the challenges associated with these natural phenomena.

NSS, K R Mangalam University Organized Donation drive

4th September to 18th September 2023, a donation drive was organized by NSS, K R Mangalam University. The primary aim of this event was to collect and distribute essential items such as clothes, dry food items, and spiritual books to those in need. The drive was conducted in an effort to support and uplift the underprivileged members of our community.

There were different cartons placed for the collection of clothes, footwear and other items, to avoid any confusion. Not only the NSS volunteers but the whole campus participated in the donation drive in fair amount showing their great enthusiasm for helping the homeless and the poor. The clothes collected were then donated to an NGO-

Earth Saviours Foundation at Bandhwari village in Faridabad by NSS volunteers along with the NSS Coordinator, Dr. Neeraj Kumari. It is a shelter for individuals with disabilities and elderly homeless individuals. The NGO's founder, Mr. Ravi Kalra, along with his dedicated volunteers, has tirelessly worked to bring joy to the lives of those he has rescued thus far.

The NGO's volunteers guided us on a tour of the shelter home. During our visit, we had the opportunity to meet numerous individuals and engage in conversations with them. Each person had a unique life story to share. Physically, they may not have resembled us, but mentally, they were all ready for kind and meaningful conversations with the

strangers who came to visit them. A common phrase resonated at the beginning or end of each person's story: "This is a sacred place, and it truly feels like home here."

Being present at the foundation made us realize that while we often focus on trivial matters in our lives, there are much more significant and beautiful aspects of life that deserve our attention. The donation drive for clothes, dry food items, and spiritual books was a resounding success, exemplified the spirit of giving and solidarity within our community. NSS is committed to continuing such initiatives in the future to make a positive and lasting impact on the lives of those less fortunate.

SJMC in collaboration with Mediaverse organized discourse on Gender Representation on Films

September 19, 2023, School of Journalism and Mass Communication, in collaboration with Mediaverse, K. R. Mangalam University, Gurugram, organized a thought-provoking discourse on "Gender Representation in Films." The invited expert, Dr. Neha Jain, Dean of the School of Humanities and Social Sciences at K R Mangalam University, Gurugram, graced the occasion. The event commenced with a warm welcome by Dean SJMC, Prof. (Dr.) Neeraj Khattri, who not only greeted Dr.

Neha Jain but also shared his insights on the portrayal of women in films.

In her illuminating address, Dr. Jain highlighted the evolving landscape of gender representation in cinema and emphasized the need for nuanced storytelling that challenges stereotypes. She encouraged a critical analysis of media narratives and engaged the audience in discussions. The discussion further including the topics like representation of the third gender and the impact on

Section 377 of the IPC on movies, and how directors are taking up the bold concepts in the movies.

The outcome of this engaging discourse was a heightened awareness among participants regarding the nuances of gender representation in the film industry. It provided a platform for critical thinking and discussions on how media can shape and challenge gender stereotypes, fostering a more informed and enlightened view among the attendees.

K. R. Mangalam University on September 2nd, 2023. Recognizing and appreciating the dedicated faculty members for their contributions is a great way to show your gratitude and support for their hard work and commitment to the university's success. Such events help foster a positive and motivating environment within the institution. I'm sure the faculty members will be touched by this gesture and will continue to excel in their roles.

Enjoy the celebration!

PRAGYAN



SJMC collaboration with Mediaverse organized photo walk commemorating World Photography Day

August 29, 2023, Photo walk organized by School of Journalism and Mass Communication in collaboration with Mediaverse. The event was to commemorate and celebrate World Photography Day and aimed to explore the communicative power of photography while fostering creative expression and enhancing students' differential learning experiences.

Participants enthusiastically gathered in room C-103 at 11:55 AM, where they were welcomed and were given a briefing session by the club in-charge Mr. Ritwik Ghosh, as this was the first club activity of the academic session. Later everybody proceeded for a photo walk under the supervision and direction of the in-charge. Emphasis was laid on the importance of photo essay and storytelling. The

attendees used their mobile phones as their primary photographic tools for the day's activities.

The event featured a diverse range of photography activities, each focusing on a distinct thematic area. Participants were tasked with capturing photographs that represented humanitarian elements, landscapes, architecture, and the art of storytelling through visual essays. These activities were carefully chosen to encourage participants to

communicate and express themselves through the lens of a camera.

The primary objective of the event was to provide participants with a hands-on experience in using



photography as a mode of communication. By engaging in this creative medium, attendees were able to explore the language of visual storytelling and understand its potential as a powerful communication tool. The event aligned with the concept of "differential learning," specifically the principles of concept attainment and mini-lessons, which encourage personalized and experiential learning.

Following the completion of the photography activities, participants submitted photographs their photographs. The diverse collection of images showcased individual perspectives on the thematic areas and highlighted the participants'

creative interpretations.

The Photo walk event commemorating World Photography Day was a success. It provided participants with a unique platform to engage with photography as a means of communication and expression.

The event succeeded not only in its educational objectives but also in fostering creativity, collaboration and a shared appreciation for the art of photography.

K.R. Mangalam Management Society organized a recreational activity "Beach Ball Toss"

29th August 2023, K.R. Mangalam Management Society organized a recreational activity 'Beach Ball Toss' for all students of K.R. Mangalam University. The event was organized to foster teamwork, communication skills and coordination among the students. The focus was to remove hesitation among the students. The objective of the session was to help the students overcome their shyness and present themselves confidently in front of others. The session also taught them how to use appropriate and formal language in professional settings such as meetings and interviews. The session was interactive and engaging, and the students participated in various activities that helped them learn skills of coordination, communication and importance of being presentable.

Coordinators conducted a fun and interactive activity to introduce the participants and to review some key

management concepts. The activity involved a beach ball with different questions written on it. The participants had to catch the ball and

answer the question that was closest to their right thumb. The questions were about their personal information (name, hobbies, interests, skills etc) and also about various management topics such as motivation, decision making, ethics, and organizational culture. The questions varied in difficulty and relevance, and aimed to stimulate the participants' thinking, engagement and boosting confidence.

The outcome of the beach ball toss activity was positive and engaging for the participants. They enjoyed the opportunity to share their thoughts and feelings with each other in a fun and relaxed way. The activity also



helped to build trust and rapport among the group members, as they learned more about each other's perspectives and experiences. The beach ball toss activity was a simple but effective way to foster communication and collaboration in the team.

It was a fun and engaging way to practice communication skills and teamwork. The participants learned how to listen actively, give feedback, and collaborate with others. They also had a chance to express their opinions and feelings in a respectful and constructive manner. The activity beach ball toss demonstrated the importance of communication and cooperation in any group setting.

SJMC organized a Technical Session on Broadcasting Techniques in association with Mediaverse

13th Sept. 2023, The School of Journalism and Mass Communication in association with Mediaverse, K.R. Mangalam University organized a technical session on Broadcasting Techniques. Ms. Neha Upadhyay, a Senior Producer in Aaj tak news channel came as a resource person in this event. She enlightened the students on latest trends in broadcasting

journalism. Ms. Upadhyay shared her extensive industry expertise, discussing cutting-edge broadcasting techniques, emphasizing the importance of staying updated with evolving technology trends, and providing practical guidance on skill development. The students were trained to do anchoring in the studio. The outcome of this event was a well-rounded understanding of industry

practices, enhanced awareness of technological advancements, and improved skill sets among the students, preparing them for successful careers in journalism and mass communication while bridging the gap between theoretical knowledge and practical application. This event offered students a unique opportunity to connect with an industry expert.

NSS K. R. Mangalam University organized event in Ghamroj Village occasion of World Blood Donor

K. R. Mangalam University, NSS celebrated World Blood Donor Day in Ghamroj village Shona, Gurugram. The event was started by Mrs Sadhana Rani, Sarpanch of Ghamroj village where she discussed the reason behind celebration of blood donor day. She told that blood donor day is celebrated on the birthday anniversary of Karl Landsteiner on June 14, 1868. The event was continued by NSS coordinator, Dr Neeraj Kumari, where she informed the villagers and students about the importance of blood donation and encouraged the individuals who may be hesitant or worried about donating blood. It also serves to emphasize the importance of consistent blood donation in order to maintain a high blood supply and quality. Dr Neeraj also administered a pledge to the participants on donating blood and raising awareness on blood donation.

Dr Neeraj along with Mrs Sadhana Rani, Sarpanch of Ghamroj village, Pratinidhi Mr Navvir Singh and member of Gram Panchayat (Murari Lal, Satvir, Dushyanat, Advocate Sachin Panwar, Sanjay Jangid, Dinesh Kumar, Sarita Kumari and Ex-Navy Officer, Ramkumar Raghav) flagged off an awareness rally to motivate



and encourage people who are not interested in donating blood even being a healthy person. NSS volunteers completed the rally with the slogans:

"I thank all the people who donate the blood for their immense support in saving lives. Today, I urge all to come forward and donate blood not just once but regularly. With our small participation we can bring a huge change in the society and save the lives of many people. Let us all pledge that no one shall die because of blood deficiency at any stage of treatment." At last, the program was

ended with vote of thanks given by Dr Neeraj Kumari to each and every one who were participated and gave valuable presence.

Outcomes: All the myths and misconceptions eliminated which persist amongst peoples and preventing them from donating blood and to be regular donors.

Future prospects: This type of event mainly helps to promote and emphasize the self-esteem of blood donors as safe blood donation saves many lives of all ages and from all walks of life every year.

SJMC organized session on career counseling on higher education abroad and scope of internship –International

25th Sept. 2023, The School of Journalism and Mass Communication K R Mangalam University organized a session on career Counselling on higher education abroad & Scope of Internship –International. The invited guest expert was Mr. Kaushal Seth who is a renowned senior counselor and career guide. Prof (Dr.) Neeraj Khattri, Dean, SJMC offered the guest a warm welcome. During the session, Mr. Kaushal Seth

shed light on the opportunities for students who are planning to study abroad for higher education or want to settle down permanently. He highlighted the potential for financial incentives through academic excellence when pursuing education in various countries. He further enriched the discussion on career Counselling, providing students with insights into international education. This session turned out to be very fruitful as

many students had queries about scholarship opportunities and shaping their career path through higher education. The outcome of this event was a well-rounded understanding of career and education opportunities in other countries, awareness of benefit from financial incentives through academic excellence while pursuing education in different countries and career Counselling of our students.

SJMC organised an enriching alumni connect on Creator Economy Entrepreneurship

September 28, 2023, School of Journalism and Mass Communication, K R Mangalam University, Gurugram organised an enriching alumni connect on "Creative Economy Entrepreneurship". Ms. Pravina Srivastava, working at Asian News International (ANI) was the invited alumni for the session. Dean Prof. (Dr) Neeraj Khattri extended a warm welcome to the gathering. Ms Pravina's key note laid emphasis on the challenges included as a package while pursuing a career in the media industry. She also highlighted the importance of creativity and innovation as essential drivers in the



students to gain practical wisdom and foster valuable connections within the media field, contributing to their future success. The student coordinator for the session was Riya Nandal.

This session was a resounding success,

offering students a valuable glimpse into the evolving media landscape and the entrepreneurial possibilities within the creator economy. Her personal journey, from traditional media to creator entrepreneurship, provided inspiration and practical insights for the next generation of media professionals.

media industry and how creative economy is coming up with the opportunities in it. Discussing her journey into the media industry she inspired the attendees. She laid paramount importance on building connections with established industry professionals. This event served as a platform for current

SJMC conducted a visit for mass media awareness and effectiveness of government agriculture policies with NSS

2⁷th Sept. 2023, The School of Journalism & Mass Communication in association with National Service Scheme (NSS), KR Mangalam University conducted extension activity on "Mass Media Awareness and Effectiveness of Government Agriculture Policies" in Hazipur village. Students of BA (JMC) 2nd Year Ms. Sneha Srivastava and Ms. Sakshi Shukla shared valuable information. This activity aims to increase knowledge and adoption of beneficial government schemes and best practices, while outcomes quantify the impact through measurable indicators like insurance registrations, soil health card issuance, selling at MSP rates, reduced input costs and increased incomes.



In this activity students shared information that, agriculture department reported 48% more farmers availing government

benefits compared to previous year, Crop insurance registrations and soil health card applications increased by 52% and 40% respectively.

The targeted media campaigns significantly improved farmers' knowledge and adoption of beneficial government agriculture policies, subsidies and facilities. Similar campaigns should be scaled up to increase effectiveness of agriculture development schemes across the country.

In the end, students' coordinator of the activity Mr. Himanshu Sharma and Ms. Navyosha, BA (JMC) 2nd year appreciated everyone for wonderful success of the event.



SOMC organized session on "Alumni talk on Career Advancement on opportunities"

20th Sept. 2023, SOMC organized session on "Alumni talk on Career Advancement on opportunities". It was organized with the aim of providing a platform for networking, mentorship, and guidance, emphasizing the importance of alumni connections in one's professional journey. The event featured the Mr. Karan Khurana CEO, global Peripheral Solutions, Alumnus, KRMU as the keynote speaker, who provided invaluable insights into their personal career journey, emphasizing the role of perseverance, adaptability, and continuous learning in achieving success.

The primary objectives of the event were as follows:

1. To inspire and motivate current students by showcasing the success stories of alumni who have excelled in their respective careers, demonstrating that achieving career advancement is possible with dedication and hard work.
2. To encourage the sharing of industry-specific knowledge and experiences between alumni and current students, promoting a culture of continuous learning and growth.
3. To provide practical insights into career advancement strategies, including skill development, networking, and adaptability, which attendees can apply to their own career journeys.

Throughout the session, alumni speakers shared their inspirational stories and insights, underscoring the pivotal role that mentorship played in their careers. They

encouraged current students to seek guidance from experienced professionals and leverage alumni networks, highlighting that such connections often lead to unexpected opportunities.

In his insightful speech, Mr. Khurana recounted his personal career journey, sharing anecdotes and experiences that resonated with the eager audience. He emphasized the



critical role of qualities like perseverance, adaptability, and continuous learning in achieving remarkable success in any field. Mr. Khurana's captivating narrative left attendees inspired and motivated, instilling a sense of determination to overcome challenges and seize opportunities in their own careers. Following outcomes were derived from the session:

1. Increased Motivation and Inspiration: Attendees are likely to leave the lecture feeling more motivated and inspired to pursue their career goals after hearing success stories and practical advice from accomplished alumni.
2. Enhanced Career Awareness:

Attendees gain a better understanding of career opportunities in various fields, helping them make informed decisions about their career paths.

3. Expanded Network: Attendees have the opportunity to expand their professional networks by connecting with alumni who may offer mentorship, job leads, or valuable industry contacts.

4. Improved Career Planning: The lecture may help attendees refine their career goals and develop concrete plans for skill development and advancement.

5. SDG 4: Quality Education: An Alumni talk on Career Advancement and Opportunities contributes to this goal by providing educational and learning experiences that empower current students with knowledge, skills, and insights

necessary for career success. It promotes the idea of lifelong learning and skill development, which is a key component of SDG 4. The Alumni Talk on Career Advancement Opportunities was a resounding success, providing attendees with valuable insights and practical advice for their career development. The event served as a testament to the strength of alumni networks and their willingness to support current students. It reinforced the idea that alumni can play a pivotal role in helping the next generation of professionals navigate their career paths.

SPRS organized training programme on professional ethics for students

23rd August, 2023, SPRS organized event to establish a sense of professionalism among students regarding medical, physiotherapy and inter-personal ethical professionalism. The bachelor of physiotherapy fresher's was guided on the basis of the four pillars of ethics the beneficence, non-maleficence, autonomy, justice. The participants were interactive and understood the importance of professionalism, respect to all the patients across religions, cultures, caste and colour. This training infused a dose of code of conduct in our young minds that will become our future. The resource person for the event was Dr. Shweta Kumar (PT) a physiotherapist and Assistant Professor at K.R. Mangalam University, Sohna Road, Gurugram. The aim was to establish a sense of understanding among our students on the basis of ethical code of conduct in our professional sphere. This event was carried out to sensitize our students' on the basis of ethical principles to be followed in the clinical workplace-

- ◊ The students were equipped with knowledge about the professional ethical principles
- ◊ The event was first started by introducing the roles and responsibilities of medical

professionals and allied health workers.

- ◊ The PPT presentation detailed the various guidelines to be adhered by the students during their entire course work and during their physiotherapy



- ◊ Students enthusiastically adhered to the guidelines and it was a well-received session.
- ◊ The following things were discussed with the freshmen students to indicate the roles and responsibilities of the registrar office and placements department-
- ◊ The University will adopt the guidelines issued from time to time by the UGC and other regulatory bodies concerned

with the conduct of examinations.

- ◊ The question papers for the examinations will be set in such a manner as to ensure that they cover the entire syllabus.
- The examinations shall aim at evaluating not only the student's ability to recall information but also his/her understanding of the subject and its applications.

Outcome:

1. The event was organized to sensitize the students on the workings a medical professional.
2. The students were guided on the basic guidelines and ethically code of conduct
3. The students' were shown email IDs of the respective departments to ensure seamless communication between the students', parents and respective departments.

The students were given guidelines based upon the ethical principles necessary to optimally treat and ethically implement our guidelines during clinical practice. The students were given real life examples to better impart the importance of ethical practice from a young age. This event will ensure an ethically driven clinical practice mind set among our students. The students were made aware of the functioning of the medical professional.

SJMC organized training program for students on professional ethics

23rd August 2023, The Orientation Session Ethics for first-year School of Journalism and Mass Communication (SJMC) students at was organized to introduce students to the fundamental ethical principles and values that are vital in the university, academics and in the field of media. The session aimed to raise awareness and provide a foundation for ethical decision-making throughout their academic and professional careers.

The session was conducted by Mr. Ritwik Ghosh, faculty SJMC, who emphasized the significance of professionalism, ethics, and responsible conduct within the academic environment and media industry. Discussion of the impact

of ethical journalism on society was also carried out in the session explaining core ethical principles, including accuracy, fairness, impartiality, and truthfulness. An overview of the responsibilities and role of media professionals

in upholding ethical standards and the power and influence of media was also discussed. Emphasis was also given to critical thinking. Later there was an interactive session allowing students to ask questions.

The Orientation Session on Ethics for SJMC first-year students was a valuable and engaging experience that set the stage for ethical



awareness and responsibility in their academic and future professional endeavors. By the end of the session, students gained a strong foundation in ethical principles, decision-making, and resources available to support them in maintaining high ethical standards. It reinforced the importance of ethical journalism and media practices in shaping a responsible and informed society.

School of Journalism and Mass Communication organised training program for students on code of conduct

24th August 2023, The Orientation Session on Code of Conduct for first-year students of School of Journalism and Mass Communication (SJMC) was organised with an aim to familiarize the new students with university's ethical standards and behavioral expectations. The session was conducted by Mr. Ritwik Ghosh, faculty SJMC, who emphasized the significance of professionalism, ethics, and responsible conduct within the academic environment and media industry.

A presentation on the important aspects of Code of Conduct and its

relevance was given to the new students. Discussion on key principles, including honesty, integrity, and respect was also carried out. Ethical guidelines encompassing accuracy, objectivity and social responsibility was also discussed.

Emphasizing the role of ethics in journalism and mass communication with real-world case, illustrating ethical dilemmas and decision-making in media environment was also touched upon. An interactive session allowing students to ask questions and seek clarification was

done in the end.

The Orientation Session on Code of Conduct for SJMC first-year students was very important for instilling ethical values and principles within our student community. By the end of the session, students had a clear understanding of their responsibilities and the ethical expectations of the school and university. It was a pivotal step in ensuring that SJMC students uphold the highest ethical standards throughout their academic journey and future career.

School of Physiotherapy and Rehabilitation Sciences, KRMU organized an Intra-departmental E- Poster and Video Reel Making competition

On the occasion of World PT Day, 8th Sep, 2023, School of Physiotherapy and Rehabilitation Sciences of K.R. Mangalam University organized an Intra-departmental E- Poster and Video Reel Making competition. The topic of the event was Inflammatory Arthritis, the registrations for which were done after providing prior information to students by displaying a notice four days ago and the interested candidates were asked to submit names to their respective mentors. They were judged on the following criteria- originality of content, quality of presentation, clarity of presentation, ability to answer cross questions. The judges for the competition were Dr. Barnali Bhattacharjee and Dr. Ankita Samuel of physiotherapy

department. The event commenced with a guest lecture by Dr. Kshitija Bansal (P.T.), Associate Professor – Manav Rachna International Institute of Research and Studies. She spoke about Inflammatory Arthritis, role of physiotherapists in the society in keeping people moving and also about the scope and importance of physiotherapy in medical field. The event then proceeded with E-Poster presentation competition. The students displayed various posters depicting cause, types and prevention of inflammatory arthritis. A student of BPT first year presented a video reel on different forms of arthritis, their symptoms and management. Harsh from BPT Final Year and Shruti Goswami from BPT second year were announced as

Best Presenters of the event. The event then concluded with a vote of thanks by Dr. Mamta Shankar (Coordinator, SPRS) and Dr. Mansi Dewan (Assistant Professor, SPRS). Outcomes- The celebration had a positive impact on the students of KRMU. They were motivated to participate and further spread awareness about Physiotherapy. The conduction of event was successful. Future Scope- The success of the event paves its way for its continuity in the future. The event is conducted every year with a scope of increasing the participation of the students in extra-curricular and also helping them to understand the scope and relevance of physical therapy in the society.

SJMC organized a thought-provoking discourse on Gender Representation on Films

September 19, 2023, School of Journalism and Mass Communication, in collaboration with Mediaverse, K R Mangalam University, and Gurugram, organized a thought-provoking discourse on "Gender Representation in Films." The invited expert, Dr. Neha Jain, Dean of the School of Humanities and Social Sciences at K R Mangalam University, Gurugram, graced the occasion. The event commenced with a warm welcome by Dean SJMC, Prof. (Dr.) Neeraj Khattri, who not only greeted Dr. Neha Jain but also shared his insights on the portrayal of women in films. In her illuminating address, Dr. Jain

highlighted the evolving landscape of gender representation in cinema and emphasized the need for nuanced storytelling that challenges stereotypes. She encouraged a critical analysis of media narratives and engaged the audience in discussions. The discussion further including the topics like representation of the third gender and the impact on Section 377 of the IPC on movies, and how directors are taking up the bold concepts in the movies. The outcome of this engaging discourse was a heightened awareness among participants regarding the nuances of gender representation in the film industry.

It provided a platform for critical thinking and discussions on how media can shape and challenge gender stereotypes, fostering a more informed and enlightened view among the attendees. The outcome of this engaging discourse was a heightened awareness among participants regarding the nuances of gender representation in the film industry. It provided a platform for critical thinking and discussions on how media can shape and challenge gender stereotypes, fostering a more informed and enlightened view among the attendees.

School of Physiotherapy and Rehabilitation Sciences organized an Intra-departmental Food Competition "Food brings us together"

1st 3rd Sept. 2023, The School of Physiotherapy and Rehabilitation Sciences organized an Intradepartmental Food Competition "Food brings us together. In this event student displayed variety of traditional and ethnic dishes of various states and culture. This event was a delicious and culturally enriching celebration of India's diverse culinary heritage. It transcended the boundaries of taste and flavour to foster unity and understanding among our students, faculty, and staff. The activity promoted inclusiveness and portrayed unity in diversity among the students. Total of 25 students comprising of students of BPT 1st, 2nd and 3rd year, participated in the competition.

The objective of the event was to enrich the students with compassion and understanding the ethnicity and culture of each other and boost confidence, and promote an inclusive environment. The participants were evaluated on the basis of their cooking skills and based on the cultural theme (specific food from various states, religion, communities, region, or geographies will be entertained). The event was held in presence of (Dr.) Anjana, Dean & Professor, SOHMCT, and Dr. Mamta Shankar School Coordinator (SPRS) K.

R. Mangalam University. The event started with encouraging speech by respected Dr. Anjana. The event was judged Dr. Anjana Singh, Dean, SOHMCT and Dean Student welfare, K R Mangalam University. Ms. Priyanka of BPT 2nd Year and Ms. Shweta of BPT 2nd

youth (SDG Goal 4.7) and also served as a platform for students, faculty, and staff to connect, exchange ideas, and build lasting relationships; both academically and socially. Participants who took part in preparing and presenting dishes will have improved their culinary skills, setting the stage for potential career opportunities or simply enhancing their daily lives.

Future Scope: We hope that "Food Brings Us Together" will become an annual tradition, allowing successive generations of students to explore, appreciate, and share in the rich diversity of Indian cuisine. By showcasing regional dishes and their stories, we contribute to the preservation and promotion of our cultural heritage, both within and beyond the



year were declared as 1st and 2nd Prize winners respectively. The event was hosted by Dr. Barnali Bhattacharjee and Dr. Gurpreet Singh of School of Physiotherapy and Rehabilitation Sciences

university hence encouragement for more such events may be provided and might be done in a larger scale

"Food Brings Us Together" was not just an event; it was a celebration of the unity in diversity that defines K.R. Mangalam University. It is our hope that this celebration will continue to strengthen our bonds, enrich our cultural experiences, and inspire us to embrace the unique flavors of India in all its.

Outcomes: The goal of this event was to increase cultural awareness and sensitivity among our students, leading to a more inclusive and harmonious campus environment. The event promoted sustainable diversities in