

Snippets

National Conference will be held on 28 & 29th, February, 2020 in School of Engineering & IT.

Annual Mega Cultural Fest 'AaGaaz' of AJU will be organised on 15 & 16th April, 2020 in the campus

Inter school Mega Sports Event Jain Primere League (**JPL 2020**) will begin on 3rd week of March, 2020.

Holi celebration at AJU campus will be on 9th March 2020.

School of Health and Allied Science will offer **Ph.D** and **D.Pharma** Program from upcoming session.

Ph.D Program will be offered by the JMC Deptt. from upcoming session.

JMC department will start digital information display and **LIVE-Broadcasting** in the campus soon

Corona Virus

The beginning of 2020, the new decade has made the world witness a hazardous phase. We have stepped into the new year calling off a World War threat, Indonesia flood, forest fire in Australia, multiple earthquakes and ongoing, the deadly Coronavirus. World Health Organisation has declared a global health emergency focusing on hazardous outbreak of the virus.

The rapid widespread of zoonotic Corona virus has given a red alarm to the citizens of China and other countries as well. Reports suggest that the Corona virus is associated with the SAR virus outbreak happened in 2002-2003, though it has emerged on a more severe and massive scale this time. Death tolls are notching up every day, as of now more than 2000 death case reported by media in the central Chinese city of Wuhan. It has hit hard to the people and thrown a major setback to China. A few people in India have also been traced by the virus and resulted positive.



The Govt. of India, at its best, is rescuing people from China and setting up a thorough check up of them and also deployed medical team in the Indian airports for precaution. Apart from the treatment provided to the positive victims, there is a concerning alarm creating awareness on the preventive measures we can take as an individual.

AJU Signed MoU with TATA Steel & NTTF

Arka Jain University is growing with its visionary effort for the development of higher education in the region. Recently university has signed MoU with Tata Steel and NTTF, Bangalore. From the management of Arka Jain University Mr. Amit Srivastava, Director, Prof. Dr. S.S.Razi, Vice Chancellor, and Mr. Jasbir Dhanjal, Registrar and Mr. Prakash Singh from Tata Steel capability development and B.V Sudarshan Deputy Director of NTTF and Satish Joshi, Principal and other official namely G.S Kalpana and B.K Singh, NTTF were present in the signing occasion.



Tata Steel and NTTF will facilitate the varsity students in soft and technical skills development process and will jointly work to create employment through placement drive. Alliance of NTTF, Tata Steel and Arka Jain University will open doors of



placement and training to the students especially who opt for ITI and NTTF courses. A degree in Bachelor of vocational education will be at par with any other stream of graduate courses will be offered soon.

JMC Students at Dalma Wildlife Sanctuary

Students engaged with wild life photography and outdoor shooting

The Students of journalism and mass communication of AJU along with their faculties visited to Dalma Wildlife Sanctuary. The students met Mr. Santosh Sharma, an entrepreneur, writer and motivator, who has set up his own farm named M'ma Farm. He shared about his achievements while interacting with the students Mr Santosh Sharma shared his experience and motivated the students by telling about 3r., Rejuvenating, Regeneration, and Recreation. After the interaction, the students visited his farm where



different types of grasses and plants like lemon plant, corn's plant were planted. By visiting the farm the students came to know about the organic farming and its

importance that organic farming continues to be developed by the use of fertilizers of organic farming origin such as compost manure, green manure and places emphasises on techniques such as crop rotation and companion planting. apart from this, students also enhanced their photography and Videography skills by capturing beautiful surroundings of Dalma Wildlife Sanctuary. It was a great learning experience for the students being part of this educational tour of Dalma Wildlife Sanctuary.

'Navotsav'

Ignites the joy of mind in Campus



Teaching and non-teaching employees with the management on the eve of Navotsav

Arka Jain University organised a three day event from 30th September to 2nd of October to celebrate Gandhi, Shastri Jayanti and Navotsav. This was a great gesture to remember and to give tribute to our great leaders like Mahatma Gandhi and Lal Bahadur Shastri. Navotsav event also had the flavour of the Navratri festival with variety of activities. The event was inaugurated by the vice chancellor Dr. S.S Razi, Dean, Dr. Angad Tiwari and respective faculties and staff members of the university. Students participated in various activities like T- shirt painting, stand-up comedy, pot painting, dandiya etc and

showcased their talent.

The final day was the closing ceremony of "Navotsav". The event started with the national anthem and with some patriotic song. And students facilitated by some peagants like Mr. & Miss. Navotsav, maximum number of participants etc. Presentation were all shown in which highlights of the three day events were depicted and the much awaited moment or event for everyone was the Dandiya competition, it was between the different department of the university in which winners were rewarded by some cash prize, certificates and titles. Lastly the event was ended by the open dance.

Admission Open

AJU Turns your Dream of Higher Education into Reality

Courses Offered

School of Commerce and Management	BBA, B.Com 3 Year full time MBA, M.COM 2 Year full time	BBA & B.Com (with CIMA UK) 3 Year full time Ph.D (Full time - Part time)
School of Engineering and IT	BCA, B.Sc IT, Polytechnic, MCA 3 Year full time B.Tech 4 Year full time	
School of Humanities	BA, Journalism & Mass Communication (H) BA, English (H) B.A. Fashion Designing (H) 3 Year full time Ph.D - JMC, ECO & English (Full time - Part time)	
School of Health and Allied Science	B. Optometry, B. Pharmacy 4 Year full time B.Sc Bio Technology 3 Year full time D. Pharmacy 2 Years B.Sc Nursing GNM	
School of Legal Studies	B. Com, LLB (H) 3 Year full time	BBA, LLB (H) 3 Year full time.

Admission Office :
D-28, Danish Arcade,
Opp. Asian Inn Hotel,
Dhatkidih, Jamshedpur - 831001

email : info@arkajainuniversity.ac.in
Mob: 8235078002, 7283000220

Campus :
Opp. To Kerala Public School
Vill. - Mohanpur, Gamharia
Dist. - Seraikela Kharsawan
Jharkhand 832108

AJANTA COLOR

Authorised dealer of

SONY Panasonic
Canon Nikon



EPSON, MOSERBAER
DIGITEK, DGFLICK, NOVA
and all other Photography goods



Tel : 0 657 2431195, Mobile: 9431566415, Email: subhaajanta@gmail.com

Editorial

Social Media Affects Mental Health

Social media basically means any human communication or sharing information on the internet that occurs through different medium like Facebook, Instagram, Twitter, Youtube etc. We cannot deny the significant role of social media in our lives today which has increased media literacy and brought revolution to information industry. Digital divide has created a virtual reality that has adverse affects on each individual.Excessive use of social media put many challenges to individual and society and leading the mass especially youths to a state of unproductive labour industry and unpleasant mental health.

Emotional attachment and addiction to social media badly affecting mental health and leading folk towards an unrealistic settings of life and short term happiness. Social media reducing the capacity of production in self and influencing behavioral approach with negative feelings which resulting damage of socio cultural values, promotion of fake news and folk distance from the real world.

Social media can affect emotions and many parts of the mental health. One part is self-perception- how we think about ourselves and others. The pressures that people put on themselves to get approval from other are massive in social media. It can make people pained and depressed when they do not get all the desirous likes or responses. Depression, Anxiety disorder, Sleeplessness etc.are becoming more and more common these days. Study reveals that more than six percent of the population over the age of 18 suffer from these psychological issues. Social media can be considered one of the major causes of this mental illness.

Many studies of Indian Council of Medical Research has shown their concern on the state of mental health. A study report published in the journal ‘Lancet Psychiatry’ reveals that one among every seven people in India has a mental disorder, ranging from mild to severe. Among the mental disorders that manifest predominantly during adulthood, the highest disease burden in India was caused by depressive and anxiety disorders, followed by schizophrenia and bipolar disorder.

It is undeniable that social media allows the socialgrowth of the society and helps to reach millions of potential clients. Social media is a great tool for creating awareness about any social cause.

But Many psychiatrists believe that social media is a single most factor causing depression and anxiety in people. It is also a vital cause of poor sleeping patterns and mental growth in children and adults as well.

Students should be much careful of their study time and ensures self productive capacities are not hampered by social media narratives. Parents or guardian should keep a close eye to their children over social media usage to keep them in right track of education.

Media practitioner, Communities and families have an important role in addressing mental health issues and its damaging effect by raising awareness in the society. Age old Yoga, a traditional Indian practice can be potentially beneficial for depressive disorders and positive mental growth.

Editorial Board	Reporters
Chief Patron : Prof. Dr. S. S. Razi	Meghna Riya
Patron : Mr. Amit Srivastava : Mrs. Richa Srivastava	Sonal Puja
Issue Patron : Mr. Jasbir Dhanjal	Shreya Ankur
Editor in Chief : Dr. Rahul Amin	Tushar Rajveer
Executive Editor : Shyam Kumar	Rahul Zoya
Design & Layout : Usman Raza : Shyam Kumar	Anand Purna
Photo Editor : Amit Kumar Singh : Usman Raza	Jyoti Megha
Proof Reader : Meghna, Megha, Alankar	Alankar Sweta
	Srijal Tulsi
	Pallavi Varsha
	Suman Anjali
	Rashi Tulsi
	Abhirup Alina
	Shubham Himanshu
	Anish Prince
	Priya Vidisha
	Avinash Barkha

‘The Impression’ is a student based non commercial publication, published by the department of Journalism and Mass Communication as part of student course work. The views and news items are of the students and it does not represent the views of department/university, and shall not be responsible for any legal implication arising from the authors views.



AJU Faculties while observing Yoga day at versity campus



AJU student while donating blood in the campus, Event organised by School of Health and Allied Science.



Varsity organized entrepreneurship skill development program for the students. Successful entrepreneurs from diverse field namely Prakash Kumar Khemani, Mrinal Paul, Chandan Tiwari, Rajeev Kumar Gupta, Atul Kumar, Saurav Kumar, shared their motivating experienes with the students and encourage to become an entrepreneur.

‘Roshni’ - The mood of festivity in Campus

Arka jain University celebrated Roshni on the occasion of Diwali at 26th of October 2019 along with faculty members and student as they are considered as one family. The whole campus was decorated with Lamps, diyas Flags and Flowers. The Students showed active participation by organizing games and food stalls. All the faculty members and students were wearing colorful and ethnic clothes to compliment the environment. As the Student had Setup Stalls providing variety of homemade foods such as chole, golgappa, dahi vada with the motive that homemade food are more healthy and tasty. The interesting fact there was competition held among the students who have stalls for food and games.

The game stalls where also interesting area where the people are getting attract-ing like irons get attracted by the magnets and it was also very interesting to watch At last In the closing ceremony of the event all the faculties and some students gathered at the function where the chairman handed over the prizes to the winners.



Caravan - An unforgettable experience

Arka Jain University or-ganises annual mega edu-cational excursion ‘CAR-AVAN’ every year. This year also organised the same for the students. Varsity equally empha-sises such event for the overall develop-ment of the students.

The destination of the tour was Dehradun, Mussorie, Rishikesh and Haridwar. It was a good opportunity for the students to explore new placesandlearnnewthings. The first destination of the tour was Dehradun. In Dehradun the students visited Sahastradhara, Robber’s cave and Forest research institute. In Sahastradhara the stu-dents enjoyed the beauty of lush green mountains. In Robber’s cave the stu-dents witnessed the natu-ral formation of the river flowing from the middle of a cave. It was an inter-esting experience for the students which left them feeling like a part of a

mystery film with its dark limestone and streams gushing into the cave. The students got to wit-ness various museums in the Forest research institute which is built under the British Imperial Forest School.



another destination of the tour was Mussoorie. In Mussoorie the students visited Kempty Falls and enjoyed the beauty of the fall as well as participated in adventurous activi-ties such as zip lining and ropeway. Students also visited Rishikesh. In Rishikesh students enjoyed camping at a campsite and engaged in activities such as mountain climbing, bonfire and DJ was also

the deities. The stu-dents also went on a shopping spree at the well known Moti Bazaar. This eight day tour was a memorable experience for the AJU students as well as for the faculty members.

JMC Student filmed and captured various moment of the tour with their outdoor shooting skills to carryout their projects.

by Meghna & Shreya

DAR PAN

Megha Mujherjee

After 72 year Independence, Dalits continue to bear the brunt of violence and discrim-ination where theyblame their birth to be a “fatal accident”. The term “exploitation” has be-come a synonym for the word “Dalit” because, for as long as anyone can remember Dalits have been persistently and con-sistently exploited in one way or the other either directly or indi-rectly. In other words, exploita-tion of Dalits is found in every nook and corner of the society and is suffering from endless

Dalits - The Deprived Community

torture and ignominy even to this day In spite of us being a demo-cratic republican country, the four basic tenants committed in the Preamble – justice, equality, liberty and fraternity are dis-tinctly not available to all. Dal-its continue to be oppressed and discriminated accross the coun-try in educational institutions, in the job market, and on the po-litical battlefield, leaving them with little respite in any sphere or at any juncture of their lives. Still students like Rohith Vemu-la are compelled to attempt sui-cide only because of the fact that

they belong to Dalit community. Its an urge to the government to make policies and come up with developmental plan which will be fruitful in protecting the Dalit’s rights, hence leading to a nation full of harmony and de-velopment compassion.

Dalits and minorities are two segments of the country need to be addressed to uphold the composite ethos of the nation and development. Government should ensure social justice and recognition to them.

Humanities Organized Induction Program ‘PEHAL’ New studens interacting with faculties

Arka Jain University organized a four day multi dimensional Induction Programme in the campus to make the students familiar with the rules and regulation, culture and environment of the University. The programme which included several talks and workshops to help the students interact and also to make a bond among them. The 1st day started with an introduction session about the University, faculties, rules and regulations. Followed by documentation and introduction of the newcomer students with the Basic purpose of inducing familiarity among themselves. The 2nd day began with a workshop called ‘Jugaad’. It was an interactive session on how to Improvise the everyday life. Then, a team of 5 members were formed for an exciting task and the winning team got movie tickets. The day ended with a session of art of living.



Faculties and new students during induction program in campus auditorium

A guest of IIT DHANBAD Mr.Phani Samhithand, Mrs. Panjwani Harish came and shared their experience. It was a fun as well as an important session for everyone. In the third day began with a game in which the students were divided into groups given some materials and Then were asked to create a tower. The purpose of the game was to teach the students that how team work and strategizing helps to be ahead in life. The day ended with a story telling Workshop. This workshop was really creative and

enjoyable with Richa Sinha who was Motivating everyone to incorporate the art of storytelling. She also explained the importance of learning to communicate Properly to interim with others. Last day began with a Yoga session. It taught everyone how yoga is not just an exercise for the body but also the very need for the generation to live a life filled with wellness. The joyus program was ended by a spectacular film screening-”The Man Who Knew Infinity”.



JMC Student interviewing Mr. Harbhajan Singh (Director general - HR) of Honda Motor.



Mr. Jasbir Dhanjal (Registrar, AJU) attended convocation ceremony as guest of honour



Mr. Amit Srivastava (Director, AJU) felicitating Mr. Harbhajan Singh (Director General) Honda Motor



AJU students while celebrating at campus



Resource persons with management in the national Optometry conference at AJU campus organized by Deptt. of Optometry



AJU students after placement drive at campus

JMC Organized Photography Exhibition “Point of View 2019”

An Art Exhibition-“Point of View 2019” was organised by the department of Journalism and mass communication in Arka Jain University, Jamshedpur. Art Exhibition is traditionally the space in which art object meet an Audience. The exhibition covered different types of photography related to nature and emotions. An Art Exhibition was inaugurated by honourable Vice Chancellor Prof (Dr) S.S Razi, Director Mr. Amit Srivastava in the presence of Dean cum Controller of Examinations Dr Angad Tiwari, Registrar Mr. Jasbir Dhanjal, Chief Financial Officer Mrs. Richa Garg, Program co-ordinator of Department of Journalism & Mass Communication Dr. Rahul Amin, Program co-ordinator of other departments and faculty members.

Photography is an art which captures emotions; students used their creativity to show the emotions and natures through photography. The photographs touched the Heart of the audience as they saw the different emotions through

photography.

Being an audience to this exhibition, I was touched after seeing the awesome photographs of the newly born baby, sunrise, environment, workers taking selfies, the saint with saffron turban, monkey as a slave, poor kids with precious smile and moreover each picture depicts the emotions with great hidden meaning. The photographs show how beautiful and how cruel the world is and other such aspects of life.

photography skills help students to capture and render their story in a digial form.



AJU Management and guests while exploring the photographs in the exhibition



Docufilm “Cleanliness - A Religion” made by JMC Student awadrded by JNFF for the best Documentary, Direction and Cinematograhly



JMC Student interviewing external technical experts Mr. Noor Alam and his team from Canon after Photograpy and cinematography Workshop



AJU Students performing Dandiya dance during Navotsav.

Varsity Celebrates 73rd Independence Day with faculties and students in the Campus



In the pleasant morning of 15th August 2019, Arka Jain University possessed a patriotic look with the ‘Tiranga’ standing upright and waiting to be hoisted. The students had drawn a huge map of India was made in the form of rangoli, became the centre of attention of the day. The National flag was hoisted by hon’ble vice chancellor Prof. S. S Razi along with registrar Jasbir Dhanjal ,Dean of management Prof. Angad Tiwari accompanied by students and faculties of the university. After flag hoisting national anthem was sung . The auditorium possessed an eye- catching look which reflected the combined efforts of the students, staff and faculty members

to make it look perfect for Independence Day. First of all, the honorable vice-chancellor and the director were summoned on the stage, the lamp was then lit, with the glorification of the almighty and the program began with the mesmerizing speech of the dignitaries. The charismatic performance of university’s rock band energized the crowd, and received appreciations and applauds. Then, the students engaged the stage by various socio- cultural events like dance, song, drama etc.Students won the hearts of the audience by their brilliant performances.

‘Lage Raho Munnabhai’ JMC Organised a workshop on film review

Department of Journalism and mass communication at ARKA Jain University organised a film screening on 14th September 2019 on the occasion of 150th Birth Anniversary of Mahatma Gandhi to promote the values and teachings of Gandhi ji. The film Lage Raho Munnabhai’ was screened.

Lage Raho Munna Bhai is a movie full of humour. The Munna- Circuit duo can never be forgotten. Sanjay Dutt and Arshad Warsi did justice with their characters. Vidya Balan is a versatile actress as well, she can perform

any role or character perfectly. Beside all this, Lage Raho Munna Bhai gives some major logical messages. The very first thing is ‘Truth’ . Truth will never disappoint us even if it is harsh, it will lead toa happy ending. The next is ‘Non Violence’, you can make a heart melt with your kindness and politeness. ‘Love’ which can make anyone do anything. And ‘Dedication’ which can even lead to hallucinations. Do ‘Gandhigiri’ not ‘Dadagiri’ because with love, truth, non violence and dedication you can get or achieve anything you want.



RUNNHOO MI -2020

Annual Sports Meet for the Varsity Students



Prof. S. S. Razi (VC), Prof. Angad Tiwari (Dean), & Prof. Arvind Pandey (Chairman Sports Council) along with other faculties innaugrating Runbhoomi

Arka Jain University organised its annual sports meet Runbhoomi on the second week of January, The sports council of the university arranged various enthusiastic sports event for the students. The annual sports event Runbhoomi was held on the university sports field in a befitting manner and the campus was decorated with colourful flags and festoons.

It was a four day event which was started with the inaugural ceremony followed by torch march. The honourable vice chancellor Prof. Dr. S. S Razi, Prof. Dr. Angad Tiwari, Dean and campus director and chair person of sports council of the university Mr. Arvind Pandey accompanied by other faculties and head of the different department, hoisted the flag with other prominent personalities of the university. There were events such as Basketball, Volleyball, Chess, Cricket, Football rally race and etc. in which students and faculties took part.

According to their own choice. spectators enjoyed the excellent performance of the students and faculties in the events.

At the end of the programme and in the last day, the winners were awarded by the Medals and certificates for their respective events. The Director of the university Mr. Amit Srivastava and vice chancellor Dr . S. S Razi distributed the prizes among the winners. Atlas, the polytechnic branch from School of Engineering and technology were awarded as the overall champion and Mr Akash Kumar and Ms.Garimakumari were honoured as the sports captain for the year. After all The Vice chancellor of the college thanked all for their participation in the annual sports ceremony and declared the end of the ceremony in the last. All students, teachers, and invited guests enjoyed the sports-meet and taken back the sweet memories of this incredible four days with them.



Students of School of Health and Allied Science & Humanities receiving trophy and certificates from the Hon'ble Director Mr. Amit Srivastava. being Volleyball champion of Runbhoomi 2020.

Crossword

by Priya and Alina

N	E	P	H	Q
E	T	N	I	M
E	T	O	N	G
V	N	D	O	H
A	Z	P	J	I
L	O	G	Y	L
I	W	K	Q	M
D	A	R	N	O
I	N	S	K	P
T	O	R	T	Q
Y	O	U	S	K
W	P	T	V	L
U	L	A	T	E

Answer in next issue



Abhijeet Mondal, a student of polytechnic department won Gold medal at district level championship in Taekwondo.

Taekwondo - Fight for Honor

AJU students in a competetion



AJU Cricket champion team of Runbhoomi-2020(School of Engineering & IT) with the management with their Tropy

“CUJ KHELOTSAV” - 2020

ARKA Jain Became Runnersup Second time

The Central University of Jharkhand Ranchi, organised the 3rd Edition of its annual sports meet KHELOTSAV in its Brambe campus from 12th to 14th February 2020. Different universities from Bihar and Jharkhand participated in the khelotsav, the students of ARKA Jain university partipated in the annual sports meet of central university of jharkhand ‘KHELOTSAV’ which lasted over three days, AJU participated in the various sports viz. CRICKET, KABADDI, VOLLEYBALL , BASKETBALL, FOOTBALL, TABLE TENNIS (men and women) out of which the team of Basketball and Football (MEN) and the WOMEN TABLE TENNIS emerged as the champion whereas the defending champion university’s cricket team finished as the Runners up of the tournament. The combined efforts of all the team earned them the overall Runners Up for second time in the row.



AJU Students at CUJ campus with their sports trainer after winning the trophy



Cricket and football winners team of Arka Jain university with their trophy at Central University of Jharkhand, Ranchi

Like and follow us on



Journalism & Mass Communication

Journalism and Mass Communication aju

Visit us at

www.arkajainuniversity.ac.in