



The Impression



Edition - IV

NEWSLETTER - SCHOOL OF HUMANITIES, FOURTH EDITION

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Snippets

Annual Sports Meet Runbhoomi - 2022 will be held on 28th to 31 March 2022 in the campus.

Arka Literary Fest will be held on 07 to 9th May, 2022.

Yuva - The Influenza will be held on 28th & 29th March 2022 in the campus

School of IT and Engineering to start Ph.D programme from next year.

Arka Jain University to offers B.Sc Nursing and GNM course soon.

An IPR awareness program to be organized by IPR Cell under the aegis of IQAC of AJU in collaboration with the Dept. for Promotion of Industry and Internal Trade under Ministry of Commerce and Industry (DPIIT) under the National IPA Mission under Azadi ka amrit mahotsav, creative; innovative India on 17th January 2022.

A Puppet Show to be organised by department of JMC in June 2022

Durga Durgati Nashini- A Dance Drama during Navotsav-2021



Navotsav-2021 to celebrate the fervour of Durga Puja was organized with great enthusiasm and fanfare at the university campus of Arka Jain University on 8th and 9th Oct 2021. This was a platform basically to break the shackles of boredom that had pervaded the students and faculty on account of Pandemic.

At the onset of the event, that is, in the inaugural session on 8th Oct. 2021, Arka Literary Club - Dept of English organized "Durga Durgati Nashini"— a dance drama to mark the victory of good over evil. The drama was split into three phases that portrayed the three faces of females. The first depicted the soft natured females as loving mother, daughter and wife. The second was the coolness and patience if triggered could also arouse resentment and contempt and the third were Goddess Durga emerges only to save humanity and kill the evil to save mankind.

The mesmerizing show won the hearts of audience and left them spellbound.

In the said dance-drama students of various disciplines participated and showed their talent. Arka Literary Club maintained its objective to provide creative platform to all the students of the University irrespective of disciplinary affiliations.

Ms. Rajkumari Ghosh, PC-English as moderator, Dr. Rupa Sarkar as director, Dr. Manoj Kumar Pathak as Script Writer and Ms. Shahin Fatma as organizer bore their responsibilities to make the event a grand success.

Department of JMC Celebrated Gandhi and Shastri Jayanti

Gandhi and Shastri Jayanti was organized by the department of journalism and mass communication at Arka Jain University campus on 2nd October 2021 to honor the birth anniversary of these two great Indians. The prime purpose of the programme was to promote the values, principles and teachings of Mahatma Gandhi and Lal Bahadur Shastri.

The inauguration of the programme was done by honorable Vice Chancellor Prof. Dr. S.S. Razi, Director Mr. Amit Srivastava, Director Campus and Dean of Students' Welfare Dr. Angad Tiwari, Registrar Mr. Jasbir Singh Dhanjal, Head,



Department of Journalism and Mass Communication Dr. Rahul Amin, Dean of School of Health and Allied Science Dr. Jyotirmay Sahu, Dean of School of Law Dr. Bodhisattva Acharya, Head of Placement Cell Mr. Himanshu Kumar Sinha and heads of the others departments by lighting the lamp, following that floral tributes was also paid to Mahatma Gand-

hi and Lal Bahadur Shastri.

Addressing all, hon'ble vice chancellor Prof. Dr. S.S. Razi delivered his talk highlighting the contributions of both Gandhiji and Shastriji and said 'students should understand the thoughts of Gandhiji and Shastriji, it is important to adopt these ideas in their lives so that the country can move forward'.

Students from various departments participated in Gandhi and Shastri Jayanti. Drama, short film, storytelling, singing, poetry, etc. based on the beliefs of Gandhiji and Shastriji were the highlights of the programme.

Department of FD Signed MoU with Kala Mandir Saksham SHG Federation

A Memorandum of Understanding (MOU) was signed between the ARKA Jain University and the Kalamandir Saksham SHG Federation. This collaboration opens various opportunities for doing work in the local tribal areas which can make a difference. These live projects help the local communities and are a great source of learning for the faculties as well as the students. The MOU signatories were Ms. Devala Murmu, Secretary, Kalamandir Saksham SHG Federation, Mr. Jasbir Singh Dhanjal, Registrar, Arka Jain University. Mr. Amitava Ghosh, Founder,



Kalamandir, Professor Dr. S.S. Razi, Vice Chancellor, Mr. Anup Kumar Singh, Assistant Professor, BA(H) Fashion Design, Ms. Usha Kiran Barla, Program Coordinator were also present for this landmark day for the

department. The guests were also presented with a hand painted kettle as a token for remembrance from the department. A live project is also active under this MOU in collaboration with the local Santhal Tribe and Jharkhand Tourism. Among the students, Sneha Halder, Jaishree Samad and Jyoti Kumari are a part of this MOU. For the day, the students had also put up a display of garments. The Kalamandir team visited the Fashion Design Lab and interacted with the students. It was a very enriching experience for the students.

Department of English organized International Virtual Seminar

The Department of English in collaboration with the School of Research, ARKA JAIN University, organized a One-Day International Virtual Seminar on South Asian Literature: Expansions and Explorations. The seminar had its objective of showcasing the literary imagination, distinct thematic concerns and linguistic inventiveness of Asian writers as they negotiate their varied cultural identities. In the seminar the writers who have geographical origins and cultural backdrop of India, Pakistan, Bangladesh, Bhutan, Sri Lanka, Malaysia, Thailand, Singapore, and Fiji were taken for discourse. It was deliberated that there is a huge body of South-Asian English-language fiction, short fiction, and poems written from the end of the colonial era to the present along with the other native languages

The Director of the University, Mr. Amit Srivastava gave his insight on the understanding of the subject as important and to be encouraged so that our cultures get acknowledged and recognized in the global context.

The Organizing Secretary, Dr Rupa Sarkar opened the session with the introduction to the theme of the seminar which was then followed by a formal welcome note by the Programme Coordinator of the Department of English, Ms Rajkumari Ghosh (Organizing Committee Member) and a thematic understanding of the seminar was presented by Dr Manoj Kumar Pathak (Organizing Committee Member).

The most celebrated moment for the world of literature was to witness a live talk of the internationally acclaimed India novelist, Shashi Deshpande,



The virtual seminar was inaugurated by the Vice Chancellor, Prof. Dr S S Razi who shared his thoughts of the developing strength of the South Asian countries and its growing impact in literature.

who was the Chief Guest. She encouraged the writers and also the world of readers and learners not to study or look into literature by segregating them into gender divisions.



A student of JMC while interviewing a health professional during COVID-19 for a News Report.

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Editorial

Preserving the Homely Earth

Earth, as our home planet, provides us with life and protects us from the space. This is a world unlike any other. Earth is the only place in the known universe confirmed to host life. Human life along with numerous other creatures is fortunate to get every required thing from the Earth, the Green Planet. But, in due course of human development the marriage between technology and science urged a different approach to nature, mainly an empirical one. Scientific and technological advancements led to rapid requirements leading to uncontrolled extraction and exploitation of natural resources. This led to the position that our environment is in the face of crisis. The threats that our ambience suffers is the product of man’s selfish exploitation of nature. This is a fact that we are now experiencing an environmental crisis unprecedented in its magnitude, pace and severity.



The global human ecosystem is threatened by grave imbalances in productivity and in the distribution of goods and services - as evidenced by the fact that a large proportion of the human population lives in poverty, and that a widening gap exists between those who benefit from economic and technological development and those who do not. Consequently, a wide range of environmental problems has emerged; those problems include global warming, the depletion of ozone layer, acid rain, the destruction of tropical forests, the depletion and extinction of species, and the precipitous decline of biodiversity. Yet, while all of these problems have physical (environmental) manifestations, their causes - and their potential solutions - are invariably bound up with human attitudes, beliefs, values, needs, desires, expectations, and behaviours. Thus the symptoms of the environmental crisis cannot be regarded purely as physical problems requiring solutions by environmental ‘specialists’; instead, they are intrinsically human problems and they are intimately related to the question of what it means to be human.

We need to think of the eco-crises with honest intention and sufficiently strong policies to head towards sustainable development and preserving the homely earth from drastically ill consequences.

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Newsletter-“The Impression” Launched

Journalism and mass communication department of Arka Jain University released a news letter “The Impression” through virtual mode. The motive behind this newsletter is to give the students a platform to learn, practice and write news articles and feature article professionally. Students contribute for this newsletter by writing news articles and feature articles. “The Impression” is the best platform for students to present their knowledge of news gathering technique, news reporting technique, news writing technique.

Workshop and lecture ‘How to spot fake news’

A guest lecture on the topic “Fake news-How to spot fake news” was organised by journalism and mass communication department. Guest speaker of this lecture was Mrs. Nida Zakaria, faculty in Journalism and Mass communication department at Karim City College. Mrs. Nida Zakaria enlightened the students on Fake news and how to spot fake news with the help of interesting examples. Mrs. Nida Zakaria also explained how misleading and false information are presented in the form of fake news to confuse readers. Students got tips on how to debunk news, spot fake news. The lecture was very much productive for the students because they learn to identify fake news and how to get rid of fake news.

Rang Vidhaan Workshop



Rang Vidhaan workshop on principles of design and color theory was organized between 8th february’2022 to 12th february ’2022. Miss. Nikunj Naredi, an alumni of NIFT Gandhinagar and the founder of AHIMSA ImPrints was the resource person for this workshop. All students of the department of fashion design participated in this workshop. The content of this workshop were elements of design, principles of design. Apart from this students also came to know more about color theory, color proportion, color temperature and color schemes. The topics were discussed in an audio visual mode with practical assignments for every theory. The students actively participated during this 5 day workshop. The main objective of the university to organize such types of workshops is to enhance the aesthetic sense in the students so that they can establish themselves as a successful designer.

Sharing One Caring All: Arka Literary Club shared the joy of Diwali with Rural Children



Arka Literary Club, run by the English Department of Arka Jain University, in association with National Service Scheme units of AJU shared happiness with rural children by distributing diyas, sweets, candles etc. on the occasion of Diwali, under outreach program in Gauri village of Gamharia block, Seraikella-Kharsawan. The students of B. A. English took selfless initiative to materialize it. In this program, the program co-ordinator Ms. Rajkumari Ghosh, Assistant Professor Dr. Rupa Sarkar, Ms. Shahin Fatma and

Dr. Manoj Kumar Pathak played an important role in materializing it and spent time with the rural children and tried to connect with the rural kids. Some games were also organized among the children. The students of AJU played some games with the rural kids. The kids along with their parents were made aware of hygiene and healthy food habits. It was an outreach event through which the students got an opportunity to interact with the rural kids. Ms. Rajkumari Ghosh inspired the parents to send the kids to school and help them read at home. The villagers of Gauri village were very happy with this program and requested to come again. This initiative of Arka Jain University made them feel that the university is seriously interested in creating a bridge of healthy relationship between village and city dwellers in the true sense.

DAR P A N

Women have always played a major role in media industry, be it in films, advertisements, documentaries and many more. They are equally confident while facing the camera. Talk about women as models in Advertisements, they are never being portrayed bad but sometimes it can be influential to others to take it in a wrong way, but moreover they are being portrayed positive. This article focuses on portrayal of women in two different advertisements which shows how women are strong, and are able to tackle every situation they are let into. In one of the advertisement of Pantene shampoo it is shown how being a boss lady in this competitive world is not easy at all, speaking confidently in the public when you know you are being seen and heard

Women portrayal in advertisements

by thousands is not easy, late night job, work, studies stressful life and still leading from the front with a smile is not easy, roads are not paved easy for the ladies but we need to make it easy for ourselves, by being confident, smiling and enjoying every factor we have. In another advertisement by Clinic Plus, where it shows how a Women plays a vital role as a mother especially to every daughter, by being a mother comes loads of responsibilities, with taking care of her family as well as every little bit and anything which she could do for her little child. She was once herself restricted to when she as a child, let the little girl fly and soar the whole sky, and let her wings wide open, when the mother cries but doesn't show her tears to her young growing girl whom she wants

to make strong. When the little girl is being taught to fight and become a strong young lady, there is where a mother wins. One woman being the support system of another by letting her achieve everything that is best for her . Women play a major role in everyone's life, be it as a friend, mother, wife, grandma and various others. Both the advertisements show the positive impact of women on society, firstly it shows that be it any role she is the lady boss, be it any way she shows the hundred percent passion. Being a mother and training a daughter to be strong is itself being strong in this world. Women are crossing every path with confidence in themselves.

By Pallavi Kumari

A Festive display of fashion

On the Occasion of Gandhi and Shastri Jayanti | Navotsav 2021 , An Design Exhibit was displayed by the Fashion Design Department . The theme for the exhibit was Khadi and Festivity to mark the Khadi Movement and the Festive spirit of Diwali. A task has given to the students that they create something interesting from the waste materials and they executed this task very well .They created a very beautiful Installation Art by using bamboo baskets and the Katran(leftover fabric pieces) in the design lab , which was giving the impression like colorful leaves are flying. They cut the clothes into small pieces randomly and unevenly. After that they tied the cloth pieces with the long rope made by muslin fabric. The colorful bamboo baskets were then suspended on the roof. This acted as a beautiful backdrop. An artistic rangoli art by marigold flowers and hand painted Diyas and Pots, enhanced the beau



The spotlight for the installation was the 3 garments which were created to the theme of Khadi and Festivity. The garments displayed the fusion of modernity and Indian spirit. They had been created with the collaborative effort of the entire department namely the students – Jaishree Samad,

Jyoti Kumari, Jashmine Raj and Aditi Sharma. The first garment is Assamese Mekhla Chador -stencil and hand painted in Tasar silk, fabric of Jharkhand. The second garment is Maroon high-low skirt with cording top in Khadi fabric and the third is tube dress with pin tucks on top and pleated bottom in self embroidered fabric. The garments showcase the impeccable style and imagination. The presentation of the garment along with the installation art was giving a very strong feeling aesthetically. Design Hive, the in-house brand Department of Fashion Design is a platform where the students and faculties showcase and market their creativity through lifestyle products. We exhibited Design Hive products during Navotsav 2021. The products on display were watercolor paintings, designer diyas, and face masks .hand painted cloth bags, designer coffee mugs, scrunchies and more.



Jason and Aishwariya of JMC & FD department at Fashion Show in YUVA 2021



JMC 4th sem students while reporting from field for AJU TV.



Suman Choudhary, student of department of JMC received award from 91.1 Radio city and Dainik Jagran for winning 'on-air entertainment contest'

Cocoon Chemistry: A field visit to Tassar centre

A sericulture field visit to Tassar centre at Saraikela, Kharsawan was organized by the government of Jharkhand. Sericulture is the cultivation of silk. India is the main producer of Tassar silk with Jharkhand being the main state of its production. This field trip gave the students hands on experience of the subject and enhance their life skills, and to increase their knowledge about this trade. The objective of this visit was to demonstrate the life cycle of silk worm and to provide practical exposure on how tassar silk is extracted. It is of great importance to make students aware about the fibres. Students learnt about life cycle stages like, eggs, leaves, cocoon etc. Understanding of the concept and the application of sericulture was cleared to students after this visit. The students were also able to see the end product in the form of silk fabrics at the Rural Mart which is the in house



retail store where varieties of Silk fabrics like Tassar, Tasar Ghicha, Eri, Muga fabrics were on display and sale. Apart from these there were Indian traditional textiles like Madhubani work, Chikankari work, Kantha work fabrics. There were handloom cottons and silks as well. It was an ocean of textiles to see and understand.

JMC Department students participated in All India Radio talent hunt

Students got a chance to participate in the program on various topics like my dream India, the new 'She', make in India, youth icons and role models, Indian values and ethos, India ahead etc. Under #AIRNxt programme the students actively participated in various programs like debate, discussion, quiz etc. in youth talent hunt. This session was organized in collaboration with the Department of Journalism and Mass Communication and All India Radio, Jamshedpur. Head of Department of Journalism and Mass Communication Dr. Rahul Amin congratulated the selected winning students and said "there are lot of employment opportunities in radio field. Considering the possibilities in radio this activity was organised to expose students with radio show recording so that they get inspired. Participating in such programs will also help the students to become radio professionals". Winners of this programme were



Jyoti Singh, Alankar Biswas, Priyanka Dasgupta, Supraja Mohanty, Ayushi Dutta of journalism and mass communication department. These selected students visited All India Radio, Jamshedpur studio to get the training and participate in the program organized by All India Radio, Jamshedpur. Selected students also got the tips on how to do the work of a radio jockey.



A Film 'Crisp-Cross' of Ankur Das, students of department of JMC got nominated for best film in shorted film festival. The film is directed and edited by Ankur Das.



Suman Kumary Choudhary, a student of department of JMC done dubbing in Maithili language for renowned bengali film Apur Sansar for Bejod mobile application.

An expert's insight on film journalism, film review and film making

Renowned film critic, journalist and writer Mr Mayank Shekhar gave an expert's insight on film journalism, film review and film making to the students through a guest lecture organised by department of journalism and mass communication. Through this productive guest lecture students got acquainted with the importance of studying the film and nuances of film reviewing, film journalism and film-making. Studying film is beneficial for students if they want to choose their career as an entertainment journalist, film reviewer or filmmaker. Mr Mayank Shekhar is a recipient of Ramnath Goenka (Journalism) Award. The famous book 'Name Place Animal Thing' is written by him and it falls under the critically acclaimed, top-titled books. This insightful guest lecture helped



students to learn about basics of feature film reviewing, short film reviewing, objective criticism, review of biopic and documentary film, use of computer graphics in films etc. Students also got a chance to interact with the speaker to clear their film study related doubts. Tips and Guidance given by the guest lecturer was beneficial for all the students pursuing mass communication and journalism and to all other department students interested in film study.

JMC department organised Guest Lecture on 'Credibility of media and ethical practices'

The Editor-in-Chief of Business Communities, Sapphire Connect, India Diversity Forum and Content Creators of Mumbai Mrs. Vidyottama Sharma gave a knowledgeable guest lecture on 'Credibility of Media and Ethics' to the students. Mrs. Vidyottama Sharma carries more than 30 years of experience working in media industry. This guest lecture was organised by the department of journalism and mass communication. The expert guest speaker gave advice to the students and career related tips on how to choose their career wisely without chasing power and glamour. She also advised the students to be a determinant journalist as well being a good human being. She also suggested students to do the homework with proper research about the topic and always double check their research work, never file a story without giving the other side a chance to speak, the duty of a journalist is to keep the truth in front of the country without crossing their limit. This informative guest lecture helped



participants to get to know the things to keep in mind to become a Journalist.

RUNBHOOMI -2021

Annual Mega Sports Meet for the Varsity Students



Industrial Visit to Samarth - A Project under Ministry of Textiles

On the eve of Women's day, The students of BA (H) Fashion Design, Arka Jain University visited the Handicrafts Training Program at Talsa, Sundernagar under "SAMARTH" organized by the Handicrafts Support Centre, Ministry of Textiles, Ranchi, Jharkhand.



The women of the Santhal Tribe are being trained for basic embroidery techniques namely – jeera stitch, magari stitch, kaja(button-hole) stitch, and 36 such different types of embroidery. Mr. Kalyan Bhagat, the coordinator at the centre introduced us to the women with

whom the students were teamed up to create few embroidery samples. The trainer Ms. Usha showed us the various samples the women had created in small fabrics of cotton, tassar and also the samples being developed on sarees and stoles (both cotton and silk). The women told us that they drew inspiration of their motifs from their everyday life, surroundings, flora, fauna, wall paintings, etc. The students were greatly inspired by what they saw, learned and heard. It was in its true sense a pure design experience. We were also briefed about the project and the everyday working of the centre by Mr. Doman Tudu, the cluster head. Even though the students have had a prior knowledge of embroidery, seeing it on this way at the actual grass root level was an enriching experience. Towards the end of our visit, we also took a tour of the village to visually understand the aesthetic of the village – colours, housing pattern, visual elements and more.

Crossword

by Abhirup Bhadra

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



JMC TV Production Studio

Media studies have bright future : Jyoti Mishra

Deptt. of JMC organised a Career guidance session for students

Senior news anchor Miss. Jyoti Mishra of India Tv took an interactive career counselling session for the students of journalism and mass communication. It also focused on the different arenas of mass communication with respect to the career opportunities.

Students got lot of insights regarding the career opportunities in field of journalism and mass communication. The session was interestingly interactive with the speaker and the students asked some doubts about different grounds where opportunities can be created which



were then clarified by the speaker. Guest speaker Miss. Jyoti Mishra expressed sincere gratitude towards the AJU management and participants for inviting her and making this event a grand success.

Yoga -“Karmasu Kaushalam” Meditation and Yoga Workshop

The department of Fashion Design organized a Meditation and Yoga Workshop in Jan, 2022. Meditation is relaxation and rejuvenates the body and mind. With this aim in mind, a workshop was organised for the faculty and staff of Arka Jain University. The members participated with full interest, enthusiasm & eagerness.

Dr. Manoj Kumar Pathak, the anchor of the event welcomed the participants and emphasized the need and the importance of yoga in our daily life.

The yoga instructor Mr. Ujjwal Kumar took yoga sessions with great dedication and motivated the members and conveyed the importance of making yoga an integral part of our daily life by the practice of yoga beyond the mat. The session began by seeking the blessings of the almighty. Asanas starting with warming up and stretching were followed.

The session concluded with an interactive session between the instructor and the AJU members in which the queries of



the faculty were addressed satisfactorily. The session was very refreshing, reviving and relaxing. As feedback, the members appreciated the event. A few people shared their experiences as very enjoyable, useful, informative and excellent. It was a session which created a bonding between the team as they did this activity together. This was a precursor to the Yoga Certification Program which was launched by the department in the later days. The event concluded with some healthy food menu – dhokla chutney, fruits and herbal tea.

Bring Home Happiness

Arka Literary Club Spread Warmth with Blanket Distribution among Sub-staff of AJU.

Wrapped in jackets and mufflers, most of us don't even have any idea about how millions of individuals and families living under reduced circumstances are making the arrangements of basic requirements to survive. Affording thick blankets and mufflers is not a possibility for many people. ARKA Literary Club under the aegis of Department of English organized a programme—Bring Home Happiness, to distribute blankets among the sixty sub-staffs of the University extending love and support to them. This program was the discharge of social responsibility which is the work culture of Arka Jain University.

Arka Literary Club ensures that the help reaches out only to the neediest. Since the inception of the club, making sure that the help reaches only to the ones who are actually in need has been the key objective of such drive, told Ms. Rajkumari Ghosh, the Program Coordinator of English department.

Hon'ble Vice-Chancellor, Prof. (Dr.) S. S. Razi said that the club is regular in social works. Director, Mr. Amit Kumar Srivastava, DSW Dr. Angad Tiwary,



Registrar Mr. Jasbir Singh Dhanjal and all the Deans and PCs were present to witness the event of blanket distribution.

The utility staffers were happy to get the blankets to fight against the chilly days.

The event was made successful by the efforts of Ms. Rajkumari Ghosh, Dr. Manoj Kumar Pathak, Ms. Shahin Fatma and Dr. Rupa Sarkar.



Varsity employees celebrating Republic day at AJU campus

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