

The Impression

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Snippets

Department of Journalism and Mass Communication will organise Three-Day Workshop on Photography & Cinematography in the month of February 2023.

Guest Lecture on News Gathering and Fact Finding Techniques will be organised in the month of January 2023 by the department of Journalism and Mass Communication.

Department of Journalism and Mass Communication will observe World Radio Day in University Level on 13th March 2023

Department of Journalism and Mass Communication will start its AJU Radio Tarang in the campus on World Radio Day.

Holi celebration at Arka Jain University campus in the second week of March

Department of English will celebrate International Mother Language Day on 21st March 2023

Department of Fashion Design and Optometry of ARKA Jain University will organise Har Ghar Dhyana-A Meditation Session in the month of January 2023 under the initiative of 75th Azadi Ka Amrit Mahotsav.

Poetic Corner

‘NO’

Two letters, a judgment
Do you understand—
You muscular wall of 6ft tall?

The number of layers is not an
invitation
The smile not a permission
The No not a yes!

Love you-
Not lust you!
It's a decision, not a duty!

My uterus doesn't make weak
It's a blessing-
Not a liability!

Your pleasure's
Not my responsibility
You son of a woman!

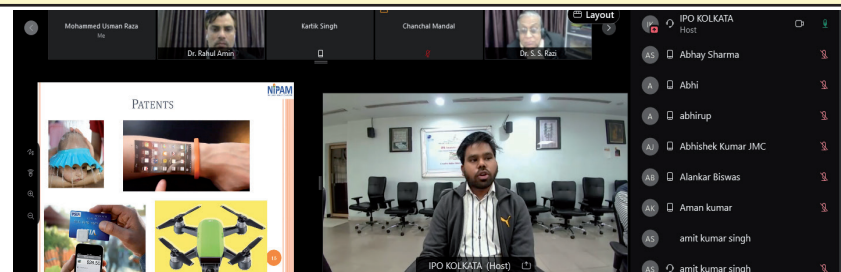
No to force
No to tricks
No to You!

I say No!

by - Satpreet Kaur

Intellectual Property Rights (IPR) Awareness Programme

Intellectual Property Rights (IPRs) encourage and protect the creation and distribution of new goods and services that are based on the use of intangible assets such as inventions, trademarks, designs, and creative material. The Intellectual Property Rights Cell (IPRC) of Arka Jain University (AJU) organised an awareness program on IPR as per the National Intellectual Property Awareness Mission under the aegis of AzadiKaAmritMahotsav. This was in collaboration with the Department for Promotion of Industry and Internal Trade under Ministry of Commerce and Industry (DPIIT). The motive of this session was to encourage the research work of the faculty members and research scholars of AJU by educating them about Intellectual Property Rights. It was also to give information about the measures to protect the intellectual output. Dr. Rahul Amin, HoD, Journalism and Mass Communication and Mr. Annu Kumar Gautam, Examiner of



Patents and Designs (Patent Office, Kolkata, DPIIT) on behalf of the Ministry of Commerce and Industry were the event coordinators for this awareness programme. In this online session the speaker of the event was Mr. ArifNadeem, Examiner of Patents and Designs (Patent Office, Kolkata, DPIIT), Ministry of Commerce and Industry who explained about Intellectual Property Rights in detail to all the participants. He said that intellectual property rights may be a benefit when requesting grants, subsidies, or loans from the

government. It increases export potential—a company that has IPRs registered will be able to advertise its goods and services to additional markets by using brands and designs. After the session all the participants enthusiastically participated in the Q&A session on the topic discussed by the esteemed expert. The participants in this awareness program were students, faculty members and research scholars of the University. All participants gained knowledge about intellectual property rights and ways to safeguard creative production.

Expert-talk and Poetry Session organized on International Mother Language Day-2022

Arka Jain University organized lecture and poetry session on International Mother Language Day under 'माई-भाषा' program, in which a veteran litterateur Dr. Arun-Sajjan addressed as the chief guest. He said mother language is the source of any person's words and communication skills. The concept of a nation's culture other than the mother tongue is incomplete. He said that by respecting the mother tongue, we can maintain the originality.

Hon'ble Vice-Chancellor Prof. S. S. Razi said that while communicating in the mother tongue, not only the words but also a vast corpus of things around you keep getting prepared.

Director Shri Amit Srivastava said that mother tongue is not only the identity of

our country but it is also the true conductor, communicator and representative of our values, culture and values.

Director (Campus) cum Dean, Students' Welfare Dr. Angad Tiwari said that what we learn through mother tongue cannot be learned from any other language in the world.

The Event coordinator and host Dr. Manoj Kumar Pathak said that mother tongue is the archive of human consciousness as well as public consciousness and development of humanity.

On this occasion, the faculties of the University recited poems in 11 languages and all of them got acquainted with the compositions of many languages. In this order Rajkumari Ghosh (Bangla), Amit

Kumar Singh (Nagpuri), Dr. Jyotirmaya-Sahoo (Odia), AbhishekUpadhyay (Bhojpuri), Parbati Mardi (Santali), Dipshreeya Das (Assamese), SunitaJha (Angika), Ranjan Kumar (Maithili), Amoda (Tamil), Dr. Bodhisattva Acharya (Hindi) and Dr. JyotiKhurana (Punjabi) recited the poems.

The vote of thanks was proposed by Assistant Professor Sunita Jha



Taana-Baana: Handloom Awareness Week



A seven-day handloom awareness week 'Tana-Bana' was organized from 1st August 2022 to 7th August 2022 under the aegis of Department of Fashion Design, in collaboration with Department of English and School of Commerce and Management of Arka Jain University, in which designer Ambika Bauri of Jharkhand Khadi and Village Industries Board Ranchi was the inaugural chief guest and speaker connected through online mode.

On this occasion, Vice Chancellor, Prof. (Dr.) S. S. Razi Director Amit Kumar Srivastava, Director (Campus) Dr. Angad Tiwari, Registrar Jasbir Singh Dhanjal also expressed their views.

Coordination Committee consists of Assistant Professors Anup Kumar Singh, Swati Agarwal and Dr. Manoj Kumar Pathak.

The inaugural session and

first lecture session was conducted by Prof. Usha Kiran Barla and Assistant Professor Anup Kumar Singh proposed vote of thanks.

The Handloom Awareness Week 'Tana-Bana' under the joint aegis of Department of Fashion Design, Faculty of Commerce and Management and Department of English, Arka Jain University concluded with a memorable event, in which students and teachers wore khadi or handloom made clothes in the fashion show to demonstrate and support handloom clothes. A new dimension was given to it by organizing a fashion show on the tunes of classical music during the ramp walk.

The concluding session was conducted by Dr. Manoj Kumar Pathak and Program Coordinator, Department of Fashion Design, Prof. Usha Kiran Barla proposed vote of thanks.

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AJANTA'S

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COSMETICS AND GIFT ITEMS

SONARI

Editorial

Advancement of Technology in Education

The conventional modes of schooling have given place to more sophisticated current tendencies over time. Both favourably and badly, these movements have had an impact on the educational system. In one way or another, they have influenced educational institutions’ use of technology, instructional methods, libraries, and a variety of other factors. Technology has been implemented into schooling as the first trend. This refers to technology, such as that found in computers, screens, phones, and the internet in general. Manual teaching, listening, and writing were the foundations of education. All that was available in classrooms were books, backpacks, and pencils. But, this has altered because the educational system now includes computers and other devices, thus instead of writing by hand, pupils now type and store their notes in devices.

The remarkable advancement of technology brought in the new millennium. The modern world is one that is diverse, complex, and media-saturated. We are dealing with pressing concerns including population growth, poverty, global warming, and many more. Nonetheless, new advances like unconventional energy sources, improved medical care, communications, and care, as well as the exploration of space and the ocean’s depths, as well as the repair of our damaged environment, are made possible by emerging technology and globalisation.

RJ Talk:aninsight on Radio Jockeying and radio profession

‘RJ Talk’-an interactive sessionwas organised for the students by the Department of Journalism and Mass Communication of Arka Jain University.The guest speaker of this special virtual session was Radio Jockey RJ Manoj of Radio City 91.1 FM.

The Head of the Department of Journalism and Mass Communication, Dr. Rahul Amin was the convener of this interactive session and the event coordinator was Mr.Shyam Kumar, Assistant Professor, of the department.

Radio Jockey RJ Manoj of Radio City 91.1 FM shared his experience related to FM Radio and informed the students about job opportunities in FM radio. He also made students aware about different profes- sion in radio field such as radio producer, radio jockey, programming head, voice-over artist, sound engineer and music manager. He also sharedabout the challenges faced by a radio professional of maintain- ing the flavour of creativity by Radio Jockey during LIVE shows. He also advised the students on how to become a good radio professional. He advised to focus more and more on practical during the course to become a good radio professional. After interactive session there was a Q&A session in which all the queries of the students were answered in detail by Radio Jockey RJ Manoj.

Apart from the students of Journalism and Mass communication, oth- erstoo participated in this interactive session.

All of the students benefited from the interactive session because it gave participants the chance to learn how FM radio operates and about career opportunities there.

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Interaction with Pankaj Jha on Career Prospects in Film Making and Acting



The Department of Fashion Design organized a Meditation and Yoga Workshop in Jan, 2022. It is true that meditation is relaxation and it rejuvenates the body and mind. With this aim in mind, the 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 re-

freshing, 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.

Yoga is Skill in Action: Meditation and Yoga Workshop



The Department of Fashion Design organized a Meditation and Yoga Workshop in Jan, 2022. It is true that meditation is relaxation and it rejuvenates the body and mind. With this aim in mind, the 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

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DARPAN

Azadi Ka Amrit Mahotsav: A celebration of 75 years of independence

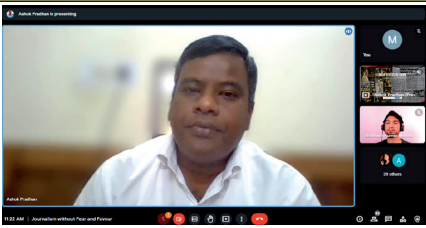
‘Azadi Ka Amrit Mahotsav’ is an initiative of the Government of India to celebrate and commemorate 75 years of independence. This initiative also celebrates the glorious history of it’s people, culture and achievements. Campaigns under Azadi Ka Amrit Mahotsav announced by Hon’ble Prime Minister are Women and Children, Tribal Empowerment, Water, Cultural Pride, Lifestyle for Environment, Health and Wellness, Inclusive Development, Aatmanirbhar Bharat and Unity. These campaigns are on the lines of nine critical themes aligned with the ‘Panch Pran’. Through collaborative campaigns and outreach across India and the world, Azadi Ka Amrit Mahotsav aims to further boost this peoples’ move-

ment. Arka Jain University organised a series of events to celebrate the 75 years of Independence of India and as a tribute to the freedom fighters. The event planned to continue till Independence Day is ‘Azadi Ka Amrit Mahotsav’. ‘Azadi Ka Amrit Mahotsav’ celebration event was organised by the Department of Journalism and Mass Communication. The chief guest Shri Hariballav Singh Arsi, senior freedom fighter in his inaugural speech said ‘the new generation of the country must have love towards the nation; they can save the country from corruption by showing patriotism towards the country’. During Azadi Ka Amrit Mahotsav the students of Journalism and Mass Communication De-

partment performed a Nukkad Natak ‘Nivaran’. The theme of the Nukkad Natak competition was ‘Heroes of Freedom’. Through the Nukkad Natak the students showcased their skills by commemorating the freedom fighters like Birsa Munda, Bakhtar Say, Sidhu and Kanhu Murmu. Another Nukkad Natak ‘Virangana’ was performed by the students of department of Pharmacy. This nukkad natak was centred on the story of Jhansi ki Rani. The audience enjoyed this wonderful celebration with the flavour of patriotism and love for the nation. This wonderful celebration that included various events with the flavour of patriotism and love for the nation was enjoyed by the audience.

Journalism without Fear and Favour

A guest lecture on Journalism without Fear and Favour was organised by the Department of Journalism and Mass Communication of Arka Jain University. Mr. Ashok Pradhan, Bureau Chief of Times of India (Bhubaneswar) was the guest speaker of this online guest lecture. The convener of this online guest lecture was Dr. Rahul Amin, Head of Department, Journalism and Mass Communication. The coordinator of this online guest lecture was Assistant Professor Amit Kumar Singh of the department. The purpose of this informative session



was to educate the students about the aspects related to journalism. The guest speaker advised the students to have maximum field exposure and practical knowledge in the field of Journalism. While

explaining the practice of journalism, he gave examples of his real life situation that he faced during reporting news on the field. He also made students aware of the purpose of journalism. He advised the students to find new topics worth reporting only then they will be able to make effective news. At the end of the lecture, students got a chance to ask questions with the guest speaker and the expert speaker answered all the questions of the students. Through this productive lecture, the participants got to learn different aspects of journalism and about different career prospects in the field of journalism.

Two-Day International Conference on Peripheral Writings

The Department of English organized a two-day virtual international conference on 'Peripheral Writings: Reflections on New Power, Hierarchies and Norms' from 24th – 25th February 2022. It aimed to explore the peripheral existence, marginalization, tenuous position and lack of belongingness and survivalist strategies faced by the Colonial Countries and underprivileged section. It was deliberated that the feeling of being excessively scrutinized and marginalized is common especially amongst women and the subjugated lot who are constantly deprived of their rights. Issues pertaining to peripheral existence, Dilemma and conflicts, life in exile, Diaspora understanding of centre and periphery, lack of support and access to resources was identified and discussed. The conference aimed to describe how these un-

derprivileged section negotiate their experiences of work and how they feel damaged by their experiences. The conference concluded by making institutional change in the present scenario for broadened horizon.

The keynote speakers were Sibghat Usmani from North America, Syed Zamant Abbas from Kingdom of Saudi Arabia, Dr. Shakibur Rahman from Jamshedpur, Dr. Saba Praveen, Delhi University, and Prof. Mandakini Bhattacharya from Kolkata. Ms. Rajkumari Ghosh was the convener, Ms. Shahin Fatma was the Organizing Secretary and Dr. Manoj K Pathak was the joint secretary.



Department of English organized a guest lecture on “Women in Indian Cinema”

The Department of English, Arka Jain University organized a guest lecture session on “Women in Indian Cinema” in which Dr. Vijay Sharma, veteran film critic of international repute presented the keynote address. She said that cinema is a major and efficient medium of communication and regional films of India have played it well. she cited examples of Hindi, Bengali and Malayalam cinema to show that regional films have taken up women's problems with great seriousness and have shown the way to Hollywood-influenced Bollywood films. Dr. Sharma also advised to explore our role as a viewer, critic and researcher. She discussed in detail on films like Punahscho, Uruye, Akira Osimuri, Vanku etc. Earlier in the inaugural session Vice Chancellor Prof (Dr) S. S. Razi, Head of English Department Prof Rajkumari Ghosh, Head of Journalism and Mass Communication Dr Rahul Amin and Event Coordinator Dr Manoj Pathak delivered brief speech on the theme. Prof. (Dr) S. S. Razi said that cinema should avoid superficial subjects and highlight women's problems. Prof. Rajkumari Ghosh

while delivering the welcome address said that cinema is the right medium to display values and ideas. Dr. Rahul Amin, while introducing the topic, said that Indian cinema has displayed wonderful female characters on the basis of some good literature, who are a source of inspiration.

Dr. Rupa Sarkar, Ms. Shaheen Fatima, Dr. Santosh Kumar Singh, Mr. Shyam Kumar, Mr. Amit Singh, Mr. Anoop Singh, Mr. Sumant Sen, Dr. Babita Sarangi and students of the Department of English and Journalism & Mass Communication were present in the said guest lecture.

The program was coordinated and conducted by Dr. Manoj Kumar Pathak and the vote of thanks was proposed by Ms. Shahin Fatma. A brief documentary based on Female characters of Indian cinema was also screened and the session ended with an interactive session with the guest speaker.



Workshop on principles of design and color theory

A Workshop on Principles of Design and Colour Theory was organized from 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 Colour theory, Colour proportion, Colour temperature and Colour 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. In the beginning students learned about the point, lines, shapes, forms, values, colour schemes and texture. They learned

how these all elements are functioning to form a final design. Students got a chance to know about symmetrical balance, asymmetrical balance, harmony, proximity, emphasis by contrast, emphasis by isolation, emphasis by placement, hierarchy, rule of third etc. All the students had very sincerely completed this workshop.

The main objective of the department to organize such types of workshops is to enhance the aesthetic sense in the students so that they can establish themselves as a



Virtual career counselling on Fashion and design



In the recent times, there has been a tremendous growth in Design Education. More number of people has become aware of the field of design and fashion. Though it is not realized, garments are the basic necessities of life. The field of design is very vast and there is immense scope and career opportunities. Keeping these views in mind, the Fashion Design department of ARKA JAIN University organized an on-line counselling session on – Further Education in Design and Fashion in association with FDDI (Footwear Design and Development Institute), Ministry of Commerce and Industry, Government of India. The resource person for the session was – Senior Faculty In charge – Fashion Design – Ms. Shaifali Verma and Senior Faculty Footwear – Mr. Praween Xalxo. The students of Semester 6 and 4 participated in this session. This session was especially for those students from the department who are willing to pursue further education in the field of design and fashion. They were addressed by the experts with whom they clarified various doubts that were in their mind. Such sessions help the students to create a better scope about their field of study. It also creates more awareness about their trade. The students were introduced about various courses that can be opted after the graduation in the field of fashion and design. The session was very interactive and various videos and presentations were shared by the experts

Students visited Prabhat Khabar Printing & Production Office

It was to provide practical exposure of media industry to the students for understanding its set up and functioning, Department of Journalism and Mass Communication of Arka Jain University arranged a media industry visit for the students of all the semesters. To see and explore functioning of a print media organisation, students visited popular newspaper Prabhat Khabar's printing and production office. Through this visit students saw and learned about the work culture of the newsroom. The students learned about various aspects related to the newspaper production process such as news editing, news writing, photography, advertising, circulation, and about related departments in detail. News Editor of Prabhat Khabar,

Achievements



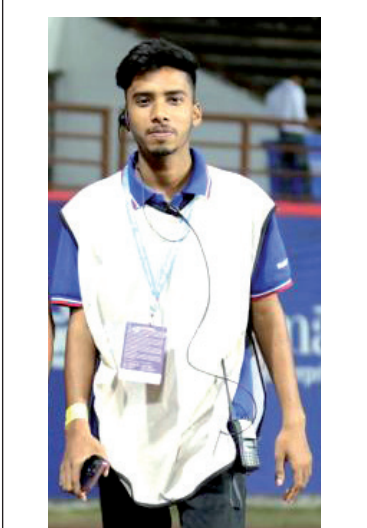
Megha Mukherjee student of Department of Journalism and Mass Communication receiving Gold Medal on convocation.



Priyanshu Singh, alumnus (Batch 2018), AJU, Department of Journalism and Mass Communication bagged two silver and one bronze at Jharkhand State Power lifting Championship 2022



Navneet Kaur, T. Tamanna, and Shreya students of Department of Journalism and Mass Communication declared Winner in group dance competition and documentary competition in Yuva 2022 organized by School of Commerce and Management.



Anshu Kumar, student of Department of Journalism and Mass Communication got selected as an intern for producing and capturing Audio-Visual content for Jamshedpur Sporting association, Tata Steel.



Mr. Neeraj Mishra made the students aware of many aspects related to newsroom and its functioning and editing. Students got the opportunity to learn from Neeraj Mishra who has experience of working in leading newspapers of the country. The visit to Prabhat Khabar office was very productive for all the students. There was a question and answer session after the visit related to the various aspects of production and newspaper printing process.

EVENTS



ARKA Jain University organised yearly sports Runbhoomi 22-23. Runbhoomi, the Annual Sports Meet of AJU, took place over a period of three days amidst the enthralling and captivating atmosphere at the University.



Arka Jain University organized its first-ever Convocation on 10th October, 2022 for the passout Batches till 2021 of all programs. All the pass out students till 2021 batches were invited for the ‘Convocation - 2022’ to make their journey an unforgettable moment to cherish for life. Governor of Jharkhand, Honourable Ramesh Bais was the chief guest of ‘Convocation-2022’ who conferred the degrees.



May 2022 in the University campus. In this event 220 students had participated from 11 different states and Program Officers across the country took part in the National Integrity Camp (NIC).

Interactive session on film making with film director Sriram Dalton



The interest in film making can be traced in most of the students these days. Many youths of the current time want to make their career in the field of film making, keeping this in mind, the Department of Journalism and Mass Communication of Arka Jain University organized an interactive session with National Awardee film director Sriram Dalton. The convener of this special session was Head of Department of Journalism and Mass Communication Dr. Rahul Amin and the coordinator of the program was Shyam Kumar, Assistant Professor, Department of Journalism and Mass Communication.

Film director Sriram Dalton was jointly honoured by Vice Chancellor of Arka Jain University Prof (Dr) S. S. Razi, Director Mr. Amit Kumar Shrivastav, Director Campus and Dean Student’s Welfare-Dr.AngadTiwary, and

Head of Department of Journalism and Mass Communication Dr. Rahul Amin. He was felicitated with a shawl, memento and a sapling.

Dalton spoke about the scope and importance of regional filmmaking in Jharkhand and also shared about his inspiration for making film. He shared about his experience of making people aware about water, forest and land by foot march from Mumbai to Jharkhand. He also shared about his new film Spring Thunder that is based on protection of natural resources and conservation.

There was a question and answer session after the interaction with the film director. He answered all queries of the students and faculty members.

Apart from learning the tricks of film making, students also learnt about the possibilities of film making in regional language in the state of Jharkhand.

Arka Literary Club observes Hindi Divas



The Arka Literary Club observed Hindi Divas on 14th of September in which poetry recitation and an expert talk on the importance of Hindi as a link language of India. Hon’ble Vice-Chancellor Prof.(Dr.) n S.S. Razi, Director Mr. Amit Kumar Srivastava, Director (Campus) Dr.AngadTiwary, Registrar Mr.Jasbir Singh Dhanjal, Convener of Arka Literary Club, Prof.Rajkumari. Ghosh and event coordinator Dr. Manoj K Pathak inaugurated the ceremony by lighting the holy lamp.

Prof.Razi said that Hindi language has become the identity of India as a contact language, national language and official language. He said that although Hindi is understood and spoken throughout the country, but mainly in the states of Hindi belt, this language is a means of communication and communication in common parlance, market, business, politics, journalism, socio-cultural contexts.

Director Mr. Amit Kumar Srivastava said that Hindi has been useful and advantageous to all like a flowing river.

Dr.AngadTiwary said that during the fight for independence, the Hindi language represented the entire people’s community by becoming the spirit of nationalism. Then after independence, along with other 22 languages of the country, it was included in the Eighth Schedule of the Constitution as the languages that contributed significantly to the development of the nation.

The event coordinator Dr Manoj Kumar Pathak said that Hindi needs to be alive not only for the identity of India but also to remain vocal. On this occasion Dr.JyotirmaySahu, Dr. Rahul Amin and Dr. Bodhisattva Acharya also expressed their views.

Pharmacy students Vaibhav Raj Sinha and TanushreeGiri enthralled everyone by reciting self-composed Hindi poetry. The program was conducted by Dr. Manoj Kumar Pathak and the vote of thanks was given by Hindi Assistant Professor SunitaJha. A good number of the faculties, nonteaching staff and students of many streams were present in the program.

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