



## Media Fest-Vividha 2014 organized with Fun and Frolic

### Eminent Hindi Literatureur Narendra Kohli Graced the Occasion



world of Hindi Literature, with many novels, poems and prose to his credit. He was welcomed by Dr. Ashok Gupta, Vice Chancellor and Dr. Rakhi Gupta, Rector and Registrar, The IIS University.

Dr. Ashok Gupta in his welcome address emphasized on the blend of culture and modernity through education which the university strive towards. After the formal welcome note, prizes were distributed to the winners of various competitions viz. Newspaper Designing, Magazine Designing, Advertising Campaign Design, Photography Competition and Film Festival organized during "Sanchar- A Media Expo". Sh Kohli also enlightened the students with his words of wisdom on the value of recognizing one's own talent especially in the

development of artistic and creative skills. Manthan- Panel Discussion was conducted on The "Role of Media in Formulating Political Opinion". Rajendra Bohra, Senior Journalist and Rakesh Goswami, along with Anil Lodha, Editor, Sunhara Rajasthan participated in the discussion. Prof. Sanjeev Bhanawat, Head, Center for Mass Communication, University of Rajasthan, moderated the session by introducing the role of media in the empowerment of the country. Students' participation and excitement was at its peak in RJ Mania (RJ Hunt). Pixels- In The Photography competition participants had to "capture the perfect moment" and excite the eye with picture-perfect compositions. The theme of the competition was "Youth On The Move" or "Environment Pollution". The participants were required to submit the photograph immediately after the inaugural ceremony. In Ad-

Mad, the students presented advertisements on the topics given to them on the spot, using props. The IIS team won the first position whereas University Maharaja College won second and the third prize went to St. Xaviers College, Jaipur. In The Final Cut-Film Making competition 15 films were showcased in two categories - Documentary and Fiction by aspiring directors from various colleges in Jaipur. In the fiction category-Shutter Bug by The IIS University and Nehle Pe Dehla by The IIS University bagged First and Second Prizes respectively. In the documentary category, Swayam Siddha by University Maharani's College and Ek Naya Mayana by The IIS University bagged First and Second Prizes. In The Nukkad Natak- Tamasha participants gave social messages through their strong presentations. The team from Maharaja bagged the first Prize. The IIS University bagged the second. The most exciting and enthralling event Budding Journalist required

the sincere commitment of the participants from the first day and first event of the Fest. The participants were required to cover Vividha 2014, and present their report in the most effective manner, by using any media form. The Vice- Chancellor of The IIS University Dr. Ashok Gupta congratulated the winners and appreciated the participants for showcasing their skills in the various spheres of mass media. Dr. Rakhi Gupta gave away vote of thanks. The event allowed immense exposure and encouragement to all participants.



A two day Media Fest -Vividha-2014 was organized by the Department of Journalism and Mass Communication, The IIS University and Second Bazar on Campus by Chrysalis, the E-cell of The IIS University. Students from various departments

showcased the entrepreneurial ideas across 25 stalls. The inaugural ceremony was held on 4th February. at the A V Hall of the university. The chief guest of the event was Shri Narendra Kohli, an eminent name in the

Campaign Design, Photography Competition and Film Festival organized during "Sanchar- A Media Expo". Sh Kohli also enlightened the students with his words of wisdom on the value of recognizing one's own talent especially in the

## The IIS University Celebrates Second Convocation

### 38 Gold Medals were awarded to graduating students



that quality higher education has the potential to lead to a quantum jump in economic status of poor families moreover, Dr. Kakodkar emphasised that higher education for women has the added benefit of knowledge empowering the whole family. The Chancellor of the University Justice S.N.Bhargava presided over the ceremony and administered the oath to the graduands and, the Vice-Chancellor Dr.Ashok Gupta along with the chief guest Dr.Anil Kakodkar gave away the degree certificates to all the students. Registrar Dr.Rakhi Gupta presented the vote of thanks.

In the Second Convocation Ceremony of the university, a total of 1310 students received degrees, & diplomas. Also, 38 Gold Medals, 9 Endowment Awards and 233 Merit Certificates were awarded to meritorious graduands of The IISU to recognise academic excellence in specific disciplines. In the welcome speech, the Vice-Chancellor, Dr.Ashok Gupta formally greeted the chief guest Former Chairman of Atomic Energy Commission of India, Padma Vibhushan Dr. Anil Kakodkar. He said that The IIS University which began as the International College for Girls in 1995 has reached many

significant milestones in this ongoing journey towards excellence in higher education, within a short span of time. Former Chairman of Atomic Energy Commission of India, Padma Vibhushan Dr.Anil Kakodkar has been befittingly honoured with the top civilian awards of the country - Padma Shri, Padma Bhushan and Padma Vibhushan, apart from numerous prestigious national and international awards. Dr.Kakodkar delivered the convocation address and wished the students continued success and motivated them to be good citizens along with being ideal students. He also said



## THE FINAL CUT

## COMBINING GOALS ON NEWSPAPER SPACE – THE “ADS VS NEWS” FIGHT -



Whether a newspaper is a social institution, or first, a commercial enterprise has been known to form an endless debate. Yes, a newspaper must be in tune with the tenets of journalism, social norms, moral tenets, legal norms, as well as fulfill the public service function. This is a long list of expectations and obligations. A newspaper must not only inform and educate, but ideally, also entertain, inspire, and lead towards social welfare. But on the other hand to this there is also a practical business side to consider. Social responsibility must be balanced with business interest. Newspapers are mostly seen as products of which readers are consumers. Is the quality of this

product deteriorating? Ad space in encroaching over news space and newspapers are now being used to sell products and events. This is not entirely a bad thing though citizens must learn to beware of ruthlessly market driven journalism.

The main motive of most newspaper organizations is to earn profit by utilizing the inputs of labor, capital, machinery, and raw materials such as newsprint. The main aim is to recover costs and make profit. Most of the revenue comes from advertising and the rest from circulation. A newspaper is sold at a price much less than the production cost because it is recovered through advertising.

There is a definite priority shift in the media industry from public good to profit and entertainment. The image of newspapers is changing, as their layouts are improving due to technological innovation making attractive, glossy, and colorful advertisements a possibility. Consumerism,

commercialization, and commodification are fast becoming the norm today. A recent student survey on this topic revealed that most persons go through eye catching newspaper Ads sporadically and value some of them to stay aware of current events, films, and product deals. They are in fact willing to accept the practicality of Advertisements and let them take up even up to 40% of newspaper space in most cases. Respondents made several suggestions to help do away with newspaper Ads including sponsorship and philanthropic support to replace Ads as a major revenue source. There is also the option of shifting to the online subscription model, thereby eliminating print production costs. The solution lies not in viewing advertisements as the enemy, but in seeking moderation in the “News space vs. Ad space” battle, always keeping in mind customer or reader satisfaction.

MANASVINI RAI

## Charter Presented to The IISU Rotaract Club



The Charter Presentation Ceremony of the biggest Rotaract club of the world, The IISU Rotaract Club, with over four thousand members, was organised at The IIS Auditorium, Kshipra Path, Mansarovar, Jaipur.

Rotary International President Elect for 2014-15, Gary C.K. Huang and his wife Lady Corrina Yao, presented a Charter to the IISU Rotaract Club President Shradha Kapoor and welcomed the club to the rotary world which has a goal of ‘Service above Self’. Mr. Gary encouraged all the young club members to pay attention to their personal development and success but also to keep the large interest of mankind in mind.

The IIS University, Jaipur felicitated Gary C.K. Huang on this solemn occasion with Shreefal, Angavastra, and a plaque of Honor for his great service to humanity, around the world. The Vice Chancellor of The IIS University, Dr. Ashok Gupta said that it is the duty of society to recognize, appreciate and honour good causes and good people so that, their number grows to serve and give comfort to all human beings wherever they are.

Dr. Gupta added that this is not the honour of individuals but of the spirit of ‘Service Above Self’.

Rotary International Director, P.T. Prabhakar was the guest of honor on the occasion. The ceremony was made colorful with different cultural presentations by the students of IISU. Registrar Dr. Raakhi Gupta thanked all the esteemed guests and congratulated the members of IISU Rotaract club on this very special occasion.

A true relationship lives forever  
It witnesses love  
As a pure and white dove  
It live like a couple of swans  
It encounters sorrow,  
It feels warm in thunder light  
It cherishes thee  
It flourishes me  
It starts from birth  
Runs beyond earth.  
It germinated with the rise of the world.  
And is made of a day  
We will dissolve together forever.....!!

Richa Rathore

## MEDIA FREEDOM – HOW MUCH IS TOO MUCH?



In the words of John D. Rockefeller – “every right implies a responsibility; every opportunity an obligation; every possession a duty.”

Article 19(1) A of the Indian constitution guarantees a right to freedom of speech and expression to every Indian citizen and hence to all members, owners, and creators of the press in India. But this right comes with corresponding responsibilities, obligations, and duties, not just as suggestions, but constitutionally enforceable by the reasonable restrictions under Article 19 (2) of the Indian constitution.

There is to be a ban on any publication or broadcast by the print or electronic media that threatens to be or is proved to be seditious, obscene, untrue, immoral, indecent, defamatory, in contempt of court, or a threat to any of the following - sovereignty and integrity of India, security of the state, friendly relations with foreign states, privacy of any individual or organization, law, and order.

A long string of “...isms” states what is to be avoided at all costs by any publication or broadcast – casteism, racism, communism, regionalism, sexism, and many others. Any discrimination on a political basis or against minorities is taboo. As is all sensational, irresponsible, baseless, false, exaggerated, insensitive, and grossly shocking journalism. Unethical journalism is a poison. News of violence and images of blood and destruction can create unrest and furor among society. Obscenity offends public taste.

Media forms the fourth pillar of democracy, and therefore, must always maintain balance and dignity.

Several cases have come to be seen in recent times showing the Indian media as guilty of “yellow journalism”, “trial by media”, defamatory allegations and other objectionable writing. Why is this happening even though several legal provisions are in place to check breach of ethics and disregard to established norms of conduct? Several questions arise. Are these legal provisions just and unbiased? Is it too lenient? What is the role of citizens in checking unethical and corrupt media? The solution lies in the key idea, which is to prevent the media from indiscriminately abusing its power, but without stifling its freedom.

MANASVINI RAI

WE VALUE YOUR FEEDBACK

Do send us your comments, suggestions, writings, pictures at  
[YouthSpeakIISU@gmail.com](mailto:YouthSpeakIISU@gmail.com)



# creations

FIFTH ANNUAL FASHION SHOW 2014

Department of Fashion & Textile Technology had organised its 5th Annual Fashion Show "CREATIONS-2014" on 30th Jan 2014 at B.M. Birla Auditorium, Jaipur. Guest of Honour for the event was Ms. Sangita Singh Kathiwada, Fashion Designer, Mumbai and Special Guest was Mr. Jagdish Chandra, ETV Head, Hindi & Urdu Channels.



## National Conference on Food Based Strategies : An Initiative to Combat Micronutrient Deficiencies



Department of Home Science, The IIS University organized a two day conference on 'Food based strategies: An initiative to combat micronutrient Deficiencies' in collaboration with National Health Mission (NHM), Department of Medical, Health and Family Welfare, Govt. of Rajasthan, Jaipur and UNICEF, Jaipur, on 21-22 January, 2014. The inaugural function of the conference was chaired by Sh Niraj Kumar Pawan (IAS), Addl. Mission Director, NHM, Director, IEC and Jt. Secretary, Govt. of Rajasthan, Jaipur and the Vice Chancellor of the IIS University, Dr. Ashok Gupta presided over the

function. The conference convener, Prof. Pradeep Bhatnagar, Dean, Faculty of Science, The IIS University acquainted the audience with the aims and objectives of the conference, which was followed by releasing of the book of Abstracts by the Chief Guest. The session ended with a vote of thanks by Prof Raakhi Gupta, Rector & Registrar, The IIS University, Jaipur.

The two day conference ended up with the valedictory function in which the prizes were distributed for the best oral and poster presentation in the student category.

Dr Kumud Khanna, Dr Sushma Sharma. Dr. Raakhi Gupta and Prof K.S. Sharma were requested to give the certificates of poster and oral participations.

**Oral Presentation** -I Deepika Sharma, II Aditi Bhargava, II Komal Jangid

**Posters**-I Kapila Jain, II Neelakshi Tanima, Consolation-Kuldeep Kaur & Preeti Verma

## Launch of National Youth Policy 2014 and Rajeev Gandhi Khel Abhiyan (Ministry of Youth Affairs and Sports Government of India)



In accordance with the directives from The Ministry of Youth Affairs and Sports, Government of India, the launch of the National Youth Policy 2014 and Rajeev Gandhi Khel Abhiyan was held on 21st February 2014 at 3.00 p.m. in the The IIS University. It is interesting that at the same time and date 299 Universities and 623 districts launched the same throughout the country. Dr. Ashok Gupta, Vice Chancellor the IIS University formally inaugurated the launch function and read out the highlights of the National Youth Policy. The leaflets and posters were displayed at the time of inauguration and the leaflets were circulated to all students. The National Youth Policy was formally released by Dr. Ashok Gupta, Vice Chancellor the IIS University in presence of the Dr. Raakhi Gupta, Rector and registrar, Dr. K. S. Sharma, Educational Advisor, Prof. N. K. Jain, Dean Social Sciences, Prof. Sharad Rathore, NSS Programme Officer, Dr. Jyoti Gaur, NSS Programme Officer, Dr. Renu Shungloo, Director, Department of Physical Education, other faculty members, NSS and Sports volunteers and students of the University. This was followed by a rally which was flagged off by the Vice Chancellor of the University. About 300 students participated in this rally and covered a distance about 1 km with banners, posters and flex charts highlighting the National Youth Policy 2014. The leaflets/propaganda materials were distributed to the people on the streets and shopkeepers.

## An Initiative to stimulate the art of Stone Carving Padam Shri Arjun Prajapati inaugurates ten day Stone Carving Camp



To revive the art scenario in Rajasthan, the Lalit Kala Akademi in collaboration with the department of Visual Arts, The IIS, University, Jaipur organized a ten day Regional Sculptors Camp (Stone Carving) at IISU campus. Artists from Uttar Pradesh, Rajasthan and Gujarat states will participate in the camp and shared artistic practices and ideas, which culminated in a public showing where invitees and the art fraternity of the host nation viewed the newly produced body of artworks. Eminent artist from Jaipur, Padam Shri Arjun Prajapati will inaugurate this grand camp along with the participants.

The current camp is an effort to encourage budding artists and to inculcate strong awareness about visual arts in the Indian art circle. Through the Stone carving camp, the sculptors will rediscovered various possibilities of their art, its relevance and its adaptations to newer

techniques. Interactive sessions and discussion on current art trends as well as the exposure to diverse visual art techniques and forms made the event an exhaustive learning process.

The camp began with a live demo by eminent artist Padam Shri Arjun Prajapati, in exquisite where the clay metamorphosed into myriad shapes under the supple fingers of the great artisan. Dharmendra Kumar, a participant at the camp, displayed his work which carried perfect blend of softness and roundness relevance from the human body, the impact of the fruits or flower and the hair. The Maurya, Kushan and Gupta periods of Indian sculpture. He said, "A pregnant woman feels pain but after giving birth to a creation, he feels relieved from pain and experiences a deep sense of pleasure which only creativity can provide".

At the valediction ceremony, eminent artist Kiran Soni Gupta gave mementoes and certificates to all the participants and encouraged the department to organize such workshops from time to time. Dr. Ashok Gupta, Vice Chancellor, The IIS University presented a vote of thanks where he commemorated the efforts of the department and resource people who came together to organize this fruitful endeavour.





## First All India IISU English Debate

The Department of English of The IIS University organised The First All India IISU English Debate on 'Social Networking Sites – A New Gateway To Happiness And Harmony'. The event was chaired by former Principal Director Social Sciences, UNESCO- Delhi, Mr. Yogesh Atal.

Retired IPS officer, Mr. P.K.Tiwari, Prof. J.N.Sharma Former Head Dept. of English, Jai Narayan Vyas University of Jodhpur and Public Relations personnel Mr. Jagdeep Singh were the esteemed judges for the event.

Students from various cities like New Delhi, Rohtak, Pantnagar and Gwalior participated in the event and brought out diverse interpretations of the given topic. To prove their point speakers cited various contemporary examples like The Sunanda Pushkar case, and the Nirbhaya case, Narendra Modi's career group as well as issues such as the Muzzafar Nagar and the impact of the same riots on the virtual world. The winning trophy went to Gaurav Chandni and Megha Rathore from St. Xavier's College, Jaipur. The second and third prizes were bagged by Shiromi Chaturvedi and Preksha Jain from The IIS University, Jaipur.

The judges unanimously expressed their appreciation for the deep knowledge of the speakers, their presentation and command over the language as well as their deep seated confidence. The experts also opined that such events must be an integral part of student life.

## मोबाइल फोन एवं इलेक्ट्रोमैग्नेटिक रेडिएशन के दुष्प्रभावों पर राष्ट्रीय सेमीनार

दी आई आई एस विश्वविद्यालय, जयपुर एवं इंडो ग्लोबल हेल्थ केयर रिसर्च फाउंडेशन की ओर से मोबाइल फोन एवं टावर्स से निकलने वाली इलेक्ट्रोमैग्नेटिक रेडिएशन के खतरों व इसकी रोकथाम पर चर्चा करने के उद्देश्य से राष्ट्रीय सेमीनार का आयोजन किया जा रहा है। इस सेमीनार में



भारत के विभिन्न शहरों के करीब 200 विषय विशेषज्ञों व शोधकर्ताओं ने भाग लिया। सेमीनार का उद्घाटन डॉ. राजा बाबू पंवार, कुलपति, राजस्थान यूनिवर्सिटी ऑफ हेल्थ साइंसेस, जयपुर द्वारा किया गया। उन्होंने युवा शोधार्थियों को प्रोत्साहित करते हुए कहा कि जो छात्र इस विषय पर शोध व कार्य करना चाहते हैं उन्हें वे आर्थिक मदद देने को तैयार हैं साथ ही उन्होंने कहा कि भारत में अभी इन अत्यंत हानिकारक रेडिएशन्स के खिलाफ अभियान की शुरुआत है। उन्होंने बताया कि इन रेडियेशन्स का दुष्प्रभाव हम मनुष्यों के साथ साथ जानवरों, चिड़ियों एवं समस्त पर्यावरण पर पड़ रहा है जिसे समय रहते ही समझना होगा और इनके उपाय ढूढ़ने होंगे। इस अवसर पर इंडियन काउंसिल ऑफ मेडिकल रिसर्च, नई दिल्ली के डिप्टी डायरेक्टर जनरल डॉ. आर एस शर्मा विशिष्ट अतिथि के रूप में पधारे और 'इफेक्ट ऑफ रेडियो फ्रीक्वेंसी रेडियेशन एमिटेटेड फ्रॉम सैल फोन एण्ड सैल फोन टॉवर ऑन ह्यूमन हेल्थ' पर प्लीनरी वक्तव्य दिया। डॉ. शर्मा ने कहा कि वर्तमान लाइफस्टाइल ही सारी समस्या की जड़ है। हम लोग खाना खाने, व्यायाम करने और परिवार के साथ इतना समय नहीं बिताते जितना हम मोबाइल पर बिताते हैं। मोबाइल एवं कम्प्यूटेशन इंडस्ट्री भारत की सबसे बड़ी इंडस्ट्री है और यह सामाजिक व आर्थिक विकास का बहुत बड़ा सूचक है इसलिए इसे बंद नहीं किया जा सकता है। परंतु हमें साथ ही साथ सेहत को ध्यान में रखते हुए इसके संतुलित प्रयोग की ओर प्रयास करने होंगे। डॉ. शर्मा ने बताया कि तकनीक व आकार के हिसाब से ये मोबाइल टॉवर मैक्रो, माइक्रो, पिको एवं फेमको कहलाते हैं। इन टॉवर्स का आकार अगर छोटा हो तो ये कम नुकसानदायक होते हैं, अतः छोटे टॉवर्स लगाने पर जोर दिया जाना चाहिए।

कुलपति डॉ. अशोक गुप्ता व इंडो ग्लोबल हेल्थ केयर रिसर्च फाउंडेशन के निदेशक ने कहा कि आम जनता व विशेषज्ञों में इसके प्रति सजगता लाने के लिए इस तरह की सेमीनार अत्याधिक महत्वपूर्ण भूमिका निभा सकती है। यह वर्तमान समय का अहम मुद्दा है और चारों तरफ फैली जानलेवा रेडिएशन्स के प्रति जागरूकता फैलाना ही हमारा उद्देश्य है।



"Only 17% of women works in the economical sectors in India"....Sairee Chahal

Giving the utmost priority to the future of the students, ICG-The IIS University, Jaipur organized a two days social event-"HR CONCLAVE-2014".The main theme of the function was" Employers' perception on Graduate Employability". The rendezvous commenced with lamp lighting ceremony followed by the welcome speech delivered by Dr. Ashok Gupta (Vice-Chancellor of the university).

The first was the plenary session addressed by the keynote speaker Ms. Sairee Chahal (Co-founder Flexi moms).The focal point of her views was basically highlighting women empowerment, opportunities and challenges that we face at the beginning of our careers. The attendees were astonished when Ms .Chahal quoted that "Only 17% of women works in the economical sectors in India". She has also thrown light on the idea of flexi moms i.e. to encourage women who have turn down their careers.

"Happiness and joy is in to help and give others". These golden words were spoken by Mr. Yogi Durlabhji (Secretary, SDMH, Jaipur). The soft skill trainer Ms.Surbhi Tankha (Training Manager, GENPACT, Jaipur) updated the scholars with the communication skills and interpersonal skills for the upliftment of personality.

The conclave saw a series of special lectures bestowed by well- known industry representatives from diverse fields. Mr. Aayush Singh (Former branch manager, Citi bank, Jaipur) ,Mr.DKS Rathore(Vice-president NIIT-Uniqua, Jaipur), Mr. Rohan Sighnal (Director, Infinite Energy),Mr. Rohit Mishra (Founder mark to mark solutions, Jaipur). He steered the mass with the 'tips for the interview' , Ms. Oona Singh (Founder-SUVASA) , Arpita Goyal (Retail manager-Hypercity,Jaipur).

The affair was a great success and the speakers were overwhelmed with the response and love they got from the attentive audience. A breeze of positivity was sensed between the young girls after this wonderful event.



**14<sup>th</sup> ANNUAL Art EXHIBITION 2013-2014**  
**Abhivayakti**  
*...EK Prayas*  
 JAWAHAR KALA KENDRA, JAIPUR

**TEAM YOUTH SPEAK**

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