



VIRTUAL ORIENTATION PROGRAMME 2020: ABHINANDAN

Amidst the Covid-19 Pandemic, IIS (deemed to be University) conducted its virtual orientation programme from 9th September 2020 - 11th September 2020 to welcome the newly enrolled students as they pave their path to mark a new beginning of their life. IIS (deemed to be University) commenced the session 2020-2021 by welcoming the freshers through an online platform.

The 3-day orientation programme aimed at familiarizing the students with the university's academic and co-curricular activities, norms, culture, university's facilities as well as the semester-based examination procedure.

Day 01:

The session began with the welcome note by Dr. Ashok Gupta, Chancellor, IIS (deemed to be University) at 10:30 AM on 9th September, 2020 followed by Vice Chancellor Prof. T.N. Mathur's advices on how to adjust with the new normal and the huge transition that has taken place in the past couple of months.

Where Prof. Sharad Rathore, Chief Protocol Officer familiarized the students with the faculty members of the University, Prof. Roopa Mathur, Dean Academics on the other hand threw a light on the University's systems and operations. Towards the end of the first day orientation programme Dr. Amita Sharma, acknowledged the students about the platform on which the online classes will take place i.e. Microsoft Teams.

She guided the students about the technicalities of the application and incase of any discrepancy what can they do and whom can they contact. The day ended with a question-answer round between the freshers and the respective authorities.



Day 02:

The next day of the 3 days orientation started at 10:00 AM, on 10th September 2020 where Dr. Radhika Sharma, Head, Department of Biotechnology acquainted the students with the University's extra and co-curricular activities such as Sports, NCC, NSS and Cultural.

She further added as to what all opportunities students get to showcase their talent and come out with flying colours in whatever they choose amongst the four. She also spoke about the etiquettes expected by the students. The information regarding COSD (Career Orientation and Skill Development) courses and BEC was provided by Dr. Rimika Singhvi, Head, Department of English.

Prof. Nisha Yadav, Controller of Examination then addressed students regarding the assessment and evaluation system. The motivational speech by Ms. Shweta Ahluwalia, Director and Founder, The Quench was an eye-opening session for the students, it motivated them to be optimistic in every situation and that they should never lose hope of what may come. It was truly an ice breaking talk for all the students. The day ended with a doubt solving round for the students.

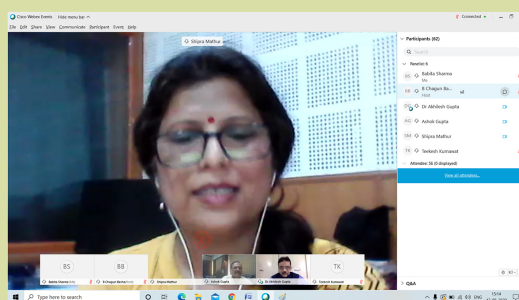
On the final day of virtual orientation i.e. 11th September 2020 Prof. Deepa Pareek, Deputy, Controller of Examinations enlightened the students about the IISU Library and informed them about the necessary information as to how can they return and issue books once the University opens offline. Following the session Dr. Shilpi Rihwani, Associate Professor, Department of Botany along with Ms. Khushbu Bhardwaj, Trainer, Placement Cell, IISU and Ms. Ridsidh Singh, Counsellor, IISU, acquainted the students with plethora of knowledge regarding Internships and Placements at IISU and about the preparatory classes of civil services for development in all spheres.

National Webinar on India's Science Technology and Innovation Policy Formulation : Status and Way Forward.

IIS (deemed to be University) organised a National Webinar on India's Science Technology and Innovation Policy Formulation (STIP) : Status and Way Forward in association with DST and STIP Secretariat on August 17th, 2020. The Keynote Speaker for the Webinar was Dr. Akhilesh Gupta, Advisor/Scientist-G & Head, STIP-2020 Secretariat Department of Science & Technology, New Delhi. The Webinar was organized online on WebEx platform, which was also streamed live on YouTube for the students of Department of Journalism and Mass Communication and others to watch.

The Webinar commenced with the brief introduction of current Science and Technology and upcoming STIP'2020 presented by Dr. Shipra Mathur, Advisor, Department of Journalism and Mass Communication, IIS (deemed to be University), followed by the welcome note presented by Dr. Ashok Gupta, Chancellor, IIS (Deemed to be University). Dr. Ashok Gupta invited the Keynote speaker to take over the session.

Dr. Akhilesh Gupta addressed the audience by acquainting the attendees with India and Rajasthan's position in the field of Science, Technology and Innovation.



He pointed out that India is on third position in terms of total number of start-ups and UNICORNS. He also shared that India ranks third as far as number of PhD's is concerned. India's Research Citation Index has also increased evidently in past one decade.

Dr. Akhilesh further added to the session about the context of science, technology and innovation policy. He discussed about the need of new science, technology and innovation policy for our country due to the rapid transformation in the field in recent years. He highlighted the unique features of new STIP policy i.e. inclusive, bottom-up, decentralised, expert driven and evidence supportive.

Continuing the discussion he talked about the 4-track process of STIP 2020 formulation. Track I aims to create a repository of public voices that will act as a guiding force for the drafting process. Track II consultations comprises 21 expert-driven thematic collectives to feed evidence based recommendations into the policy drafting process. Track III brings together Ministries and States in extensive engagement through nominated nodal officers. Track IV is the binding force that draws upon apex level multi-stakeholder engagement at the national and global levels. Inputs from these wide-ranging deliberations will finally lead to STIP 2020. He concluded with highlighting priority issues to be addressed while formulating STIP policy.

In the end the session was left open for questions and answers from the attendees and YouTube live viewers. The session was ended with a vote of thanks presented by Dr. Shipra Mathur.

ONLINE CLASSES – The New Normal?

Back in March this year, the country shut down. Businesses shut down, restaurants shut down, shopping malls shut down, movie theatres shut down but this wasn't as scary as the news that educational institutions had shut down too. Schools and colleges all across the country were closed in March and it's been seven months since students were sent home.

As overwhelming as the beginning of this lockdown was, the world eventually came up with a solution to be able to salvage the ongoing academic year -- Online Classes.

This concept was rather fresh for the country as it had only previously been used for distance education which isn't a very popular learning method in India, or shall that be reframed as "wasn't a very popular method", because with the world getting struck with a global pandemic, everything digital has been flourishing and this isn't confined to the education industry.

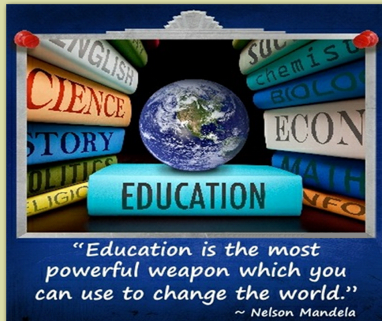
The reactions to this concept of online classes were rather mixed, the initial phase consisted mostly of confusion where all three groups involved -- the teachers, the students, and the parents were trying to figure out how to set-up the tech to make sure that online classes can become a viable method of completing the on-going session.

Most teachers reported feeling unusual during online classes as they were used to seeing their students live, interacting with them and that they miss face-to-face teaching. A huge number of students too felt like this was a very different experience and that it took them a while to adapt to this revolutionary teaching method. Parents too had a mixed-reaction when online classes commenced, they were torn between feeling good about their children being safe at home but it was also reported that they could see their children becoming relatively lazy, especially parents of younger children who develop a major amount of their social skills while attending school.

Even though there was a vivid palette of opinions towards online classes, it is conclusively safe to say that -- it is the only practically achievable option right now. Covid-19 cases are rising throughout the country and things don't look like they'll be going back to normal anytime soon. With improved tech and ideal management, online classes have become a lot smoother to conduct and attend too. Schools and colleges have also developed their own portals for students to get digital notes and submit assignments on, Maybe online classes are perhaps the new normal.

Tanishka Kherajani, BA JMC SEM V

VALUE OF EDUCATION



Rightly said by Edward Bulwer Lytton, "A pen is mightier than a sword" and that is only possible with the right amount of education. Education plays a very important role in the life of an individual whether a toddler or an adult. Education is a powerful weapon that gives you an opportunity to stand out of the crowd. Getting a proper education is essential for achieving more success and happiness in life.

Good education helps to develop a bright future of a person. It is the best and the most inevitable way to shape the future in a very prosperous manner. A good education not only ensures good salary and certificates in an organization but also helps one to become a well-mannered and a dignified person. Education is something or you can say is that kind of a blessing that adds value to your life. Without education a person is incomplete in himself or herself. And that is because education helps one to think wisely and make the best decisions.

Education helps a person to stand independently and shine out in the crowd without wanting support from others. With the right amount of knowledge and education an individual can prove to have an edge over others. Education not only gives you an edge but also proves to be important in giving opinions and advices on the burning issues such as Terrorism, Women Empowerment and many more. "Right to Education" also being our fundamental right gives us an opportunity to bring positive changes in the society. Through proper knowledge we can impart various ideas to others which in turn helps an individual and later the society to grow altogether. A well education in life can help a person to read and write properly. Without the power to read and understand it would be very difficult for one to convert or express one's feelings into words. That's the power education gives to others. An educated person is always one step ahead than an uneducated person because he or she has the right and appropriate amount of knowledge and information required to match the fast going pace of the society.

Education is that weapon that hits without harming, yet increases one's reputation and importance in the society!!

"Therefore, EDUCATION is the most powerful weapon, one can use to change the world"

Kareena Datta, BA JMC SEM V

Space of Women Leaders in the Corporate World

Women entrepreneurship and the presence of females in the corporate world has a positive influence on the social motivations and achievements of organizations. Their presence on management teams is substantial with a stronger social commitment and a more participatory form of leadership. Here's an outlook to the opportunities, challenges and the benefits of having women in the corporate sector:-

There's no doubt that women have an abundant opportunities to work in the corporate sector. One of the fastest avenues for flourishing women towards the corporate world can be seen as, launching their own ventures. The number of women owned businesses have increased in abundance over the past couple of years. Women are growing and making a swift balance of their career and family life easily via start up culture. It empowers them to be their own boss and pay their own wages efficiently. Women are now growing on their own terms through entrepreneurship and it presents a path for women to close the pay gap and rise to leadership positions. Operating their own firms also render women with the opportunity to partner with or hire other ambitious, like-minded women, encouraging a new generation of women in leadership roles.

Moreover, all the organisations with a forward thinking precisely reckon with gender equality. It's becoming a policy, either compelling to equal representation of women in the corporate board or hiring diverse employees. Revamping the hiring policy and circumventing bias can assist the organizations in reaping the benefits of balance and equality. Instead of limiting the reach of diversity, inclusiveness, and gender equality to political correctness or buzzwords, if this becomes a policy and gets submerged in business strategy then businesses will thrive undoubtedly. Enabling equitable gender representation which may involve a commitment to elements like inclusive company culture and work-life balance, including maternity and paternity benefits can help the organisations to captivate top notch talents.

A diverse workforce is an inventive workforce. Diversity can be seen in many forms such as culture, age, race or gender. All these forms of diversity have ultimately resulted to foster creativity and revolution. All the loftiest organisations or business across the industries seek to categorize and do well out from a diverse and inclusive work environment. Men and women inherit inevitably different perspectives, experiences and backgrounds and this ultimately shapes their approach to business. Collaborating with people who have a different mind-set and also challenging each other can breed innovation and flourish ideas that push organizations forward.

Women excel at the soft skills needed for business leadership. To successfully excel in career, soft skills compile as the most desirable professional attribute apart from technical skill and knowledge. There are certain highly valued characteristics such as effective communication, empathy, and self-awareness but these are nearly difficult to measure. These characteristics can make a real difference to the bottom line. Emotional intelligence and soft skills may be determined as a key competitive advantage for women in business. It is recommended that women can surpass men in key emotional intelligence competencies. These competencies comprises of conflict management, empathy, adaptability, emotional self-awareness and teamwork. All of these are indispensable skills for effective leadership in the workplace.

Women are still under represented in key fields and moreover, are still judged while they choose to flourish in the fields of computer sciences and engineering. But it is of great significance that women feel authorized to gain the skills and embrace the opportunities accorded by careers in science, technology, and related fields to bridge the gender gap. While the modern age executives agrees to the fact of giving the job to the best candidate, regardless of gender, but women approaching towards more success along with a male or gender neutral name on their resume demonstrate that unconscious bias still exists. Women are still disadvantaged in comparison to men in the terms of salary, opportunities, promotions or high end positions in a firm. Therefore, there is a need to position women leadership roles and promotional terms as equal as men.

Given the scenario, women, if rendered with opportunities, can thrive the heights of proliferation.

Kriti Solanki, BA JMC SEM V

Poem: The Basic part of Life

Falling off the streets,
I stood upon the stairs;
Wondering the darkness,
Inside my own sphere..

I had a clue,
But, I had a doubt;
My heart was at peace,
Yet, my mind was so loud..

My hands were freeze,
My eyes were rolled;
And, Legs were pulling the
ground..

It was the moment to decide,
Either way to be more precise.

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It took a while and in meantime,
I geared up to the height;
Gaining the consciousness
And little pride,
To the door of my future Almighty..

It was a combination of 2 sides,
My weakness and strength
fighting as high tides,
Yet, i stood up,
To fall off and get back ..

As this is the basic part of life,
The Basic part of life..

Sakshi Chopra, BA JMC SEM V

Independence Day, 2020

On August 15th, 2020 the students and teachers of IIS (Deemed to be University), Jaipur celebrated the 74th Independence Day at IIS School, Jaipur.

On this auspicious day Chancellor, Dr. Ashok Gupta along with the staff members and students hosted the flag at 8:00a am. Further, Dr. Rakhi Gupta, Registrar, explained the meaning and relevance of the tri-coloured flag at the Independence day assembly.

Formal march past was also presented by the Junior air wing NCC Cadets of the IIS School. Flying Officer Dr. Neelam Sharma of IIS (Deemed to be University) addressed the assembly and urged them to keep the nation's flag high being a citizen of this country. Indeed, it was a day of elation, a day of respect for the country which was celebrated with great enthusiasm and wonderful energy.



Prashasti Bhagasra, BA JMC SEM V



Alumna Interaction cum Departmental Orientation

The Department of Journalism and Mass Communication organised an orientation cum alumna interaction to commence the 2020-2021 session on Saturday, September 12th, 2020. The interaction was organised to orient the new students with the department's curriculum, work structure and also for existing students to get to know about the alumna and get motivated. The aim was also to make aspiring journalists aware of the functioning of the media field and plethora of options that it opens up for them.

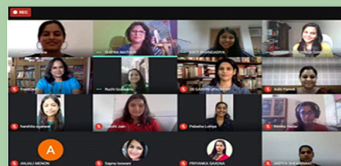
The session commenced with the welcome note by Dr. Shipra Mathur, Advisor, Department of Journalism and Mass Communication. The speakers for the session included faculty members and the alumna of the department. Among the speakers was Ms. Garima Surana (Podcaster and communication specialist) who laid emphasis on her experience and that dedication and diligence were her key to success.



Ms. Palki Sharma, Journalist and Executive Editor, Wion also shared her experience at ICG, Jaipur now IIS (deemed to be University). She spoke about the importance of being a multi-tasker and multi-talented in today's time. Ms. Arpita, Ms. Kriti Bhangadiya (Producer, Supari Studios), Ms. Shivangi Sharma (RJ, FM Tadka) and many other alumna of

the Department of Journalism and Mass Communication joined the session, who emphasised on what following passion feels like. The panel of esteemed speakers focused on how important authenticity and accuracy is in the field of journalism.

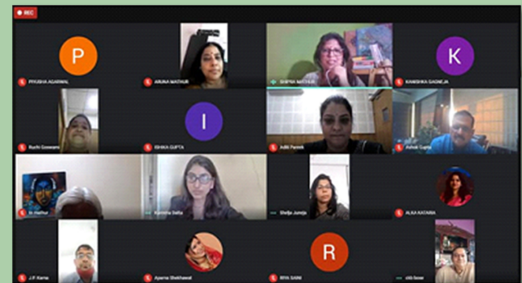
The professors gave a virtual run through the course, the choices available for them and the AV studio of the department that they will be working in. The session was indeed insightful and one of its kinds, filled with contentment and positivity, the session unveiled the reality of



ground journalism and turning of aspirations into actuality. The session concluded with the vote of thanks presented to the guests for taking out their precious time and guiding the new generations into a better world.

Palasha Lohiya, BA-JMC SEM 3

'Happiness Dialogue Series- Elate'



Department of Journalism and Mass Communication commenced the 'Happiness Dialogue Series- Elate' for the faculty members of IIS (deemed to be University). The first webinar of the series was organized on September 5th, 2020 on the topic of 'Past to Present'. The keynote speaker of the session was Shri Chandra Bose, Rights Activist, Crusader against Corruption, Grandson of Shri. Sarat Chandra Bose, Grandnephew of Netaji Subhas Chandra Bose.

Dr. Ashok Gupta, Chancellor, IIS (deemed to be University) welcomed Shri Chandra Bose to address in the session. Mr. Bose commenced his address by sharing a few life stories and ideologies of Netaji Subhas Chandra Bose. He shared how Netaji has always kept nation first. After this he shared that how one needs to feel happy and positive first then only one can make others happy.

In the end, session was opened for the questions. Many faculty members asked Mr. Bose questions about how one can inspire students in these trying times and he was also asked to share his fondest story of Netaji.

Dr. Shipra Mathur, Advisor, Department of Journalism and Mass Communication, IIS (deemed to be University) presented the vote of thanks.

Kareena Datta, BA-JMC SEM 5

Debunking Misinformation

The Department of Journalism and Mass Communication, IIS (deemed to be University), Jaipur organized a webinar on the topic of "FACT AND FIT- Combating Medical misinformation in India: Identifying and Debunking medical misinformation" on September 16th, 2020. Mr. Nimish Kapoor, Principal Scientist, Head, Publications Division, Department of Science and Technology, Government of India was the resource person for the webinar.

Mr. Kapoor is also a Google certified trainer for fact checking and data verification. The webinar was followed by the Welcome note from Dr. Ruchi Goswami, Associate Professor, Department of Journalism and Mass Communication, IIS (deemed to be University). The session was attended by the students and faculty members of the Department.

Mr. Kapoor commenced the session by sharing incidences of various fake pictures and news getting viral on the internet and ways to check its authenticity. He also talked about various fake news related to COVID-19, doing rounds on the internet during the pandemic. He also discussed about the repercussions of such information resulting into mob lynching and various other unethical practices.

During the session, Mr. Kapoor thoroughly described about the various manipulations done with real content just to mislead or manipulate the viewer or citizens in general. First Draft, Data Leads, Maldita.es and various others are some much needed debunking tools to curb fake news from all walks of information sources.

He demonstrated the procedure of checking any suspected image or video and asked the students to do the same to practice the procedure and learn it practically. Through such an insightful session he requested and made an appeal to the budding journalist's and media personnel to keep a keen check while drafting news.

The content and presentation of the webinar was very insightful for the students. The session concluded with the vote of thanks presented by Dr. Shipra Mathur, Advisor, Department of Journalism and Mass Communication, IIS (deemed to be University) and a promise of more fruitful collaborations in future.

Nishu Sharma, BA-JMC SEM V

A Webinar on Cancer Care

The Centre of Women's Studies, IIS (deemed to be University) in association with Rotary Club Jaipur Gurukul, organized a webinar on "Cancer: Caution and Care", on 28th September 2020 with an initiative to spread awareness about facts, myths, and prevention of breast cancer and cervical cancer. The webinar was addressed by Dr. Megha Agarwal, M.S. OBGY, associate professor, SMS Medical College, Jaipur.

In the session, Dr. Megha discussed about the several misconceptions that prevail regarding breast cancer and cervical cancer. She also shared her knowledge about the precautions that one should take to prevent the risks, and talked about the various treatments available.

Towards the end, there was a question answer round where Dr. Megha diligently answered a few questions put up by the audience and made them aware about how they can contribute in spreading awareness and how to normalize conversations about breast cancer and cervical cancer.

It was conducted on Google Meet platform and around 100 students participated. This insightful session was ended with a vote of thanks by Arpita Shekhawat.

Arpita Shekhawat, BA-JMC SEM III

INTERNSHIP DIARIES

WHO THOUGHT IT WOULD BE A LOCKDOWN INTERNSHIP?

I have had a lot of experiences that have taught me a lesson and in this one experience I learned many. I still remember it was one bright summer afternoon where sun was shining brightly right in the middle of the sky, and I never knew this sun would bring light to my life too. I received a call where I came to know I was selected for a News Writing Internship with "THE CURRENT AFFAIRS", a Broadcast channel of Jodhpur.

This internship changed my life completely. From being just a fresher to this industry to reaching at particular point where I can proudly say there's still much more to learn but the basics are all set. Here, at THE CURRENT AFFAIRS I learnt about writing cover story/



report, journals, newsletters, reporting (on and off the field), live and recorded interviews, conducting press conferences and political debates. The duration of this entire journey was 45 days, later I was awarded with my Certificate of Achievement. This internship added one more feather to my already feathery cap and that was in this course of time I also mentored one of the newly enrolled interns which made me more confident than before.

I would like to thank each and every person associated with this organization who gave me an opportunity to learn and inculcate in me knowledge and values required to excel in any field and specially media. A special mention to Shruti Bohra, who is the CEO and Founder of THE CURRENT AFFAIRS, who believed in me and made me learn every single task with utter patience and with full efficiency. She herself is a live example of how with immense hardwork and dedication one cannot be stopped from growing and converting

Kareena Datta, BA JMC SEM V

INSIGHTFUL INTERNSHIP ADVENTURE

I worked as an intern in Ceceodecon. It was a great experience working with them. There I learnt about many things, I was not aware about and the happenings of the society. I also got a chance to meet new people with lots of experience in this field and learnt about my weaknesses and how to overcome them. The job that I was assigned was working in field. I went for the shooting of a documentary on amicut dams which are built in various parts of Rajasthan.



At Ceceodecon I also get a chance to make a website on Rajasthan Mahila Samiti which is run by the women's of the village.

Harshita Agarwal, BA JMC SEM V

There I saw how village people live their life and having lots of hurdles in life they always have a smile on their face. The people of village welcomed us with full respect. It was great experience to learn about village life and their lifestyle. This field visit gives me a lot of practical knowledge and I am looking forward for more such experiences.

My Summer Internship Experience!

One of the key experiences recommended during your time as an undergraduate is doing an internship. I undertook a four-week internship at a local news channel "First India News Rajasthan". Over the four weeks, I developed friendships with my coworkers, got feedback from my superiors and for the first time, I was treated like a fully-grown and responsible adult.



Most importantly, I gained a new sense of professionalism and a clearer view of what it meant to be in the professional world. I would advise everyone to take the opportunity and go for internship, even if it is not necessary in the industry that you wish to work in. There is much to gain from it on both a professional and personal level.

Anchal Khandelwal, BA JMC SEM V

I learnt so many things like handling online software for collecting news, make a list of active correspondents, Hindi typing, handling social media sites like YouTube, twitter etc. It also helped me to gain a better understanding of the media industry, developed my network, and gained a few new references for the future.

THE PERKS OF A VIRTUAL INTERNSHIP

The gone semester plenty of students accomplished a new style of college experience after the campuses were shut down immediately due to corona virus pandemic. As one of those students my classrooms have transformed in to Zoom, Google Meet or Microsoft Teams calls. Tackling internships has also become a new kind of challenge in the virtual era. Internships are meant to learn and gain experiences.



So I did my first internship of the first year at the CECEOEDCON (Centre for Community Economics and Development Consultants Society) which is one of the Rajasthan Civil Society organisations, working towards promoting inclusion, empowering women, children and farmers.

My role in work from home internship was basically to complete each task assigned by the supervisor and I worked directly with my co-interns by dividing the responsibilities and duties equally. There were also so many individual task which I have completed myself.

I developed my skills and grown everyday. I particularly found technical task to be useful in improving my technical as well as software skills. I was not familiar with Photoshop, video editing and operating various software, but now I can do that. Although, I found doing this to be very challenging and found it to be valuable in developing my skills and knowledge.

Lastly, I would add that I loved the work I did and hoping to do more in future.

Sunidhi Chauhan, BA JMC SEM III

Wondering why Internships?

As soon as the first year ended, I initiated an internship where my objective was to gather practical knowledge and realities of the ground. I went for the interview in a youtube news portal name "The Firepost" and got selected. It was my first professional exposure, working in the office, getting targets, attending meetings, covering events and what not.



I was new to the ground but my superiors helped me in turning my capabilities to realities. I remember, it was time of Lok Sabha elections, and we went for village tour to cover the "Gramen Jaipur" and share the live reports and chat with the citizens, which turned out to be hit and most watched video for the channel.

Talking about my next internship with Dainik Bhaskar I got to meet the PR's, I got mails to post the news in next day's newspaper, I got the invites to attend the sessions and this was where I applied the 'News values' and decided the importance of each story.

Summing up, I would say, that the importance of internships lies in application of things you have gathered and understanding that you have gained in your respective field and concluding that whether it is matching the theory you were up to or not.

Sakshi Chopra, BA JMC SEM V