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Social Media's Impact on Mental Health

Dhanvi Gandhi

New Delhi: Social media has revolutionized the way we communicate, interact, and perceive the world around us. In India, the rapid adoption of social media platforms has brought about significant changes, both positive and negative. As the country embraces digital connectivity, it must also grapple with the profound impact social media has on mental health, a complex issue that warrants careful consideration.

The allure of social media lies in its promise of connection and validation. For many Indians, it serves as a lifeline that bridges geographical divides, fostering relationships with distant relatives and friends. It offers a platform for self-expression, enabling users to share their stories, talents, and perspectives with a global audience. In the vibrant tapestry of Indian culture,

Positive Impact

1. Good connection and new community
2. Access to information and resources
3. Educational content access
4. Creative expression



Negative Impact

1. Comparison and self-esteem issues.
2. Addiction and mismanagement of time.
3. Cyberbullying and harassment.
4. Fear of missing out (FOMO)

social media is a new thread, weaving together diverse voices into a collective digital narrative. Yet, beneath the surface of this digital world lies a darker reality. The curated perfection of social media can foster a sense of inadequacy, as users compare

their lives to the seemingly flawless existences of others. In a country where societal pressures and expectations are already high, the added burden of social media can be overwhelming. The constant barrage of idealized images and success stories can erode

self-esteem and fuel anxiety, particularly, among the youth who are the most active users. The impact of social media on mental health is multifaceted. The pressure to maintain a polished online persona often leads to feelings of inadequacy and low self-

worth. Users may experience anxiety and depression as they compare their lives to the highlight reels of others. The quest for validation through likes and comments can create a cycle of dependence, where self-esteem becomes intrinsically linked to online

approval.

Moreover, the addictive nature of social media exacerbates these issues. The dopamine rush from notifications and likes can lead to compulsive usage, disrupting sleep patterns and daily routines. Sleep deprivation, in turn, can contribute to increased stress and irritability. The constant need to stay connected and updated can result in information overload, leading to cognitive fatigue and mental exhaustion. Cyberbullying is another significant concern. Social media platforms can become breeding grounds for online harassment, where anonymity emboldens malicious behaviour. Victims of cyberbullying often experience severe emotional distress, which can manifest as depression, anxiety, and in extreme cases, suicidal thoughts. The prevalence of such incidents highlights the



need for stringent measures to ensure online safety and protect vulnerable users.

In addition to personal impacts, social media can also affect relationships. The superficial nature of online interactions can replace deeper, more meaningful connections, leading to feelings of isolation and loneliness. The pressure to present an idealized version of oneself can strain relationships, as individuals may prioritize their online personas over genuine human connections.

To mitigate the negative impacts of social media on mental health, adopting healthy usage patterns and coping strategies is crucial. Digital detoxes, where individuals take regular breaks from social media, can offer respite from the constant influx of information and allow for mental rejuvenation. Mindful usage, which involves curating a positive online environment and engaging in meaningful interactions, can enhance the social media experience.

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Delhi Government Issues Comprehensive Safety Measures for Educational Institutions

IMS News Service

NEW DELHI: The Directorate of Education of the Delhi Government has issued safety guidelines to all principals and heads of government, government-aided, and unaided private recognized schools following the tragic deaths of three UPSC aspirants due to flooding in a coaching institute's basement on July 27.

The guidelines state that basements in school buildings can be used for



activities as per the master or sanctioned plan for the building. Additionally, all gates of a school building must be functional and open for entry and exit. Access to the basement

should be clearly marked and included in the school evacuation plan.

All the corridors shall be free from obstructions at all times and smooth passage shall be ensured, as well as

regular checks for water accumulation in school corridors and staircases.

The Directorate also mentioned that all necessary steps should be taken at the school level to avoid water logging in and around school premises and electrical wiring and fittings, including appliances, shall be checked and all safety norms shall be followed to avoid any kind of upward-related incident. The school should have all requisite fire safety measures in place, as the guidelines stated.

8 Percent of Education Budget Allocated to Higher Education: UGC

IMS News Service

NEW DELHI: In a commitment to prioritize higher education, an allocation of Rs 47,619 crores from the budget has been made to Higher Education under the Ministry of Education, representing a significant increase of 8 percent over last year's budget.

The budget for UGC comprises three pivotal components: UGC, Central Universities, and deemed universities. Starting from



the financial year 2024-25, funding for specific colleges affiliated with Central Universities is realigned from the UGC Budget line to the Central Universities Budget line.

This realignment comes with enhanced funding under the Central

noteworthy increase from Rs 500 Crores to Rs 596 Crores.

Looking holistically, compared to the previous fiscal year, the UGC budget has been augmented from Rs 17473 crores to Rs 19024 crores, which represents a significant increase of 9 percent.

Realigning financing within the higher education ecosystem is taking place, with resources strategically distributed across various schemes based on specific needs and goals.

Never Do the Same Mistake and Think More: Amit Pandey

Nandini Agarwal

The Department of Management organized a program UTKARSH. Mr. Amit Pandey, a motivational speaker was the Guest of Honour on the occasion IMS Today reporter had an opportunity to interact with Mr. Pandey, the Chief Executive Officer of Orient Cables India Private Ltd. He spoke to reporter on various issues.

What influenced you to become a motivational speaker?

It happened by chance. When I became the HR, people looked up to me to come and speak. I have been invited to several colleges. At one such college presentation, my pen drive didn't work, so I started speaking



extemporaneously. That's how my journey began. It was an hour and a half of impromptu speaking, and I think people were captivated. After that, I decided to say goodbye to the so-called PPT and embrace more extempore speaking. Rather than providing

motivation, I believe it's more impactful to offer inspiration.

How do you handle the conflict and disagreement in your team?

To understand conflict, there is a popular theory I developed called the 96 Theory, which explains most conflicts. According to

this theory, there are only two solutions: either I come to your side, or I gain enough influence to bring you to my side and see things from my perspective. When it comes to disagreements, it's important to recognize that different people have different thoughts, and we

should value and respect all. **What are the most common challenges faced by the executives?**

The most prominent challenge is the lack of trust in their team. Trusting people and giving them the opportunity to act, while guiding them to avoid repeating mistakes, is crucial.

The first time it's called an error, the second time it's a mistake, the third time it's a blunder, and by the fourth time, it becomes a habit.

Can you speak some motivational lines for the student of IMS for their career?

Never ever focus on your time management, instead focus on your energy. If the energy is managed the time will get managed automatically.

Nostalgia Marketing- Tapping into the Past to Shape Future

Smriti

New Delhi: In today's fast-paced world, where trends come and go in the blink of an eye, nostalgia has emerged as a powerful tool for marketers to captivate the attention of Gen-z.

This strategy resonates because it exploits the psychological phenomenon where memories, especially those evoking happiness and comfort, influence current perceptions and decisions. A study from 'Frontiers in Psychology' highlights that consumers' purchasing choices are significantly swayed by emotional satisfaction and psychological recognition.

From iconic Bollywood movies and timeless TV shows to beloved childhood snacks and retro fashion trends, there's a treasure trove of nostalgia waiting to be tapped into by brands looking



to engage Gen Z. Brands can evoke feelings of nostalgia by reintroducing classic snacks and beverages that were beloved by previous generations. Whether it's the iconic Parle-G biscuits or the timeless taste of Rasna and Campa cola these products have the power to transport consumers back to their carefree days of youth, creating a strong emotional connection in the process.

One of many success stories of nostalgia marketing example is when Coca-Cola's "Share a Coke" campaign, which featured names on bottles, harked back to the

days of personalized gifts and keepsakes, creating a sense of personal connection and nostalgia. Brands can leverage platforms like Instagram, TikTok, and YouTube to share nostalgic content that resonates with this audience. Whether it's sharing throwback photos, creating nostalgic memes.

The timely nature of social media also enables brands to capitalize on current events or pop culture by infusing them with nostalgic references, creating a powerful blend of the past and present that resonates with diverse audiences.

Relationship Between Tradition and Music

Nandini Agarwal

New Delhi: The relationship between tradition and music is a dynamic and symbiotic one that encompasses cultural identity, social cohesion, historical continuity, and innovation. Traditional music serves as a repository of cultural memory, a medium for communal expression, a link to the past, and a catalyst for creative evolution. By understanding and appreciating this intricate relationship, we can gain a deeper insight into the cultural fabric of societies and the enduring power of music to connect to our heritage and to each other. Religious music in India has been an integral part of the culture since ancient times. It is closely linked to various religious practices and beliefs, and is performed in temples, shrines, and other places of worship. It is also used in ceremonies and festivals, as a form of devotion and meditation. In every corner of



the world, music inspires, educates, and brings neighbors together. In ancient Greece and medieval Europe, music anchored religious ceremonies and secular events. In indigenous cultures, tribes used music to pass down stories and traditions to new generations. Tradition and music have profound influences on society, shaping cultural identity, social norms, and collective values. Here are several ways in which they exert their influence:

Tradition

Social Cohesion: Shared

traditions bring people together, fostering a sense of unity and solidarity. Rituals, festivals, and communal practices create bonds among members of society.

Moral Values and Norms: Traditions often encapsulate the moral values and societal norms of a community. They guide behavior, set expectations, and promote social order.

Intergenerational Connection: Traditions facilitate the transmission of knowledge, values, and customs from one generation to the next, ensuring cultural continuity and stability.

Indian Traditional Dresses

- ▶ Assam- Mekhela Sador for women and dhoti and kurta for men
- ▶ Punjab-Patiala salwar and churidars for women and kurta and Muksari pajamas for men
- ▶ Kerala- Mundum Neriyathum for women and Mundu for men
- ▶ Andhra Pradesh- Sarees for women and dhoti or lungi with a kurta for women
- ▶ Tamil Nadu- Sarees for women and lungis along with shirt and angavastra for Women
- ▶ Gujarat- Chaniyo Choli for Women and Churidar pajamas And Kurtas For men
- ▶ West Bengal- Sanatpuri Saree for Women and Dhoti for Men
- ▶ Odisha- Katak and Sambalpuri Sarees for Women and Dhoti For men
- ▶ Uttar Pradesh- Ghagra Choli for Women and Kurta for Men
- ▶ Sikkim- Dumvum for Women and Bakhu for Men

Indian Traditional Dance Forms with States

- ▶ Dance of Tamil Nadu – Bharatanatyam
- ▶ Dance of Andhra Pradesh – Kuchipudi
- ▶ Dance of Odisha – Odissi
- ▶ Dance of Uttar Pradesh – Kathak
- ▶ Dances of Kerala - Kathakali and Mohiniyattam
- ▶ Dance of Sikkim- Singhi Chaam
- ▶ Dance of Assam – Bihu
- ▶ Dance Of Gujarat- Garba
- ▶ Dance Of Punjab- Bhangra
- ▶ Dance Of West Bengal- Chhau

Music

Cultural Expression: Music serves as a powerful form of cultural expression, reflecting the history, struggles, and triumphs of a community. It can convey complex emotions and ideas that resonate deeply with listeners.

Emotional Connection:

Music has a unique ability to evoke emotions and create connections among people. Shared musical experiences can foster empathy, solidarity, and a sense of community.

Ritual and Ceremony:

Music plays a vital role in rituals and ceremonies,

marking significant life events and communal celebrations. It enhances the emotional and spiritual dimensions of these occasions.

Tradition in music often plays a crucial role in the formation and expression of cultural identity. Traditional music reflects the values, beliefs, and experiences of a community. For example, the folk music of a region often tells stories of its people, their struggles, joys, and everyday life. These songs are passed



down through generations, preserving the unique cultural heritage of the community. Music acts as a living archive of cultural memory. In many indigenous cultures, music is an integral part of rituals and ceremonies, marking important life events such as

births, marriages, and deaths. These musical traditions are not just performances but are deeply embedded in the social and spiritual fabric of the community. They help to maintain a sense of continuity and connection with the past, reinforcing cultural identity.

The Web Explorer's Guide

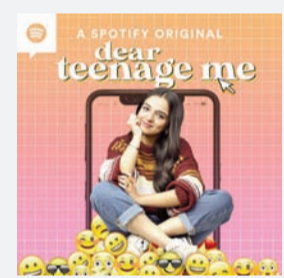
Bhoomi Bansal



A monthly list of the most unique, helpful, and accessible online resources for students that will help them navigate various life challenges. It features curated collections of TED talks, videos, blogs, and much more – covering a wide range of topics from personal development and mental well-being to financial literacy and career advice.

Things I Wish I Knew as A High School Freshman

Where to read: www.fastweb.com



The shift from middle to high school can be extremely difficult and stressful. There are, however, ways to make it easier. A student shares what she wishes she would have known her freshman year of high school.

As you begin your freshman year of high school, everything seems so out of reach. What classes should I take? Who should I become friends with? What extracurriculars should I be involved in? All these questions come with the new and scary territory of high school. By understanding the following things, however, you can more successfully adapt to your new surroundings.

"Things I Wish I Knew as a High School Freshman" emphasizes the importance of time management, building strong study habits, and seeking help when needed. It advises students to engage in extracurricular activities, maintain a balanced social life, and prioritise mental health. The article also highlights the value of networking and forming meaningful connections.



Dear Teenage Me

Where to listen: Spotify
Spotify has launched its new podcast, Dear Teenage Me, that spans 26 episodes and highlights some of the most common problems that the younger generation faces

today. Produced by Yuva Originals, and hosted by actor Ahsaas Channa, the podcast aims to pass the mic to Gen-Z voices. New episodes of the series drop on Tuesday and Thursday every week, and delve into topics such as body image issues, societal pressures, mental health, and beyond.

Each episode, 6-8 minutes long, will feature raw, real, and relatable stories, and valuable lessons. Ahsaas and her guests will share deeply personal anecdotes based on their teenage years that felt like a rollercoaster ride with its various ups and downs. Through popular content creators and inspirational individuals, the podcast hopes to connect with listeners and put issues - big and small - in perspective.

Session on KASH 2 CASH

IMS News Service

Ghaziabad: Ghaziabad Management Association organized a session on "KASH 2 CASH" (Knowledge Attitude Skill Habit) at RCCVC, Ghaziabad. The facilitator of the workshop was Dr. Sudhir Gaur, AVP & Chief Education officer at VSERV academy.

The speaker explained on 'Unleashing the Mindset' - Learn about the



definition of perseverance and its role in building a successful career, going beyond just investing capital and Time.

The Power of effective communication- discover the importance of clear and

vision, and how cultivating the right vision can guide you towards long-term success.

Practical Success Mantras over Theory - Gain insights into practical approach to Career / Job / business, emphasizing real-world strategies over purely theoretical concepts. The session was full of interactions with involvement of participants at stage with practical explanation.

FDP on How to Face Challenges in the VUCA World



Ghaziabad (IMS News Service): Ghaziabad Management Association organized a Faculty Development Program on "How to Face Challenges in the VUCA World: Volatile, Uncertain, Complex and Ambiguous World" at IPEM, Group of Institutions, Ghaziabad. The deliberation and discussion was focused on strategies to thrive in

dynamic environment. Speaker gave valuable insights into navigating the challenges of the VUCA world. There was an emphasis to learn strategies for professional growth in uncertain world. The speaker was Mr. Sushil Agrawal, Founder & Chairman of Avro India Limited. 45 participants attended the FDP.

Session on Union Budget



Ghaziabad (IMS News Service): The Ghaziabad Management Association organized a session on "Discussion on Union Budget 2024" at IMS UC Campus, Ghaziabad. The speakers were Mr. Sukhpal Singh Director, Incentives & Indirect Taxation, Ernst & Young and Mr. Ramandeep Singh Modi, Director, Tax & Regulatory Services, Ernst

& young. The deliberation and discussion was held on Direct Taxes and Indirect Taxes announced in final budget on 23.07.2024 by Honorable Finance Minister. Many doubts were raised by the participants which were clarified by the experts. 73 participants from industries, institutions & MBA Finance students attended the session.

MDP on "HR Analytics for Effective Decision Making

Ghaziabad (IMS News Service): Ghaziabad Management Association organized a MDP on "HR Analytics for Effective Decision Making" in association with IMS Ghaziabad, University Courses campus.

The session bridged theoretical knowledge with practical application,



focusing on enhancing HR practices through data-driven insights. Program delivered a rich array of learning outcomes, including a deep

professional development, and valuable networking opportunities.

These outcomes collectively equipped the participants with the tools and insights needed to excel in their HR roles and contribute effectively to their organizations. The event concluded with a certificate distribution ceremony.

TECH SANSAR

Moksha

WhatsApp may introduce a sharing feature similar to AirDrop

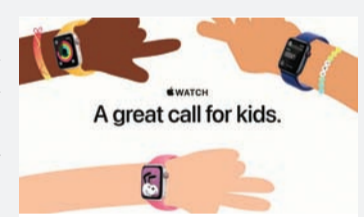
WhatsApp is always striving to enhance the user experience by introducing new features more frequently. Once again, the popular messaging app is



set to introduce a new feature that will take file sharing to the next level. This upcoming feature is reminiscent of Apple's AirDrop, allowing for seamless file transfers. To utilize the 'people nearby' feature, users may need to scan a QR code to initiate the sharing process. With this functionality, sharing documents, photos, videos, and more with nearby devices will be a breeze, even without an Internet connection.

Apple's children's watch service is now accessible in India

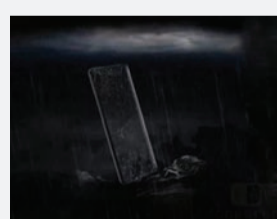
Apple has introduced its Watch for Kids feature in India. It offers calling, messaging, and activity tracking capabilities. This



feature brings the communication, health, fitness, and safety aspects of the Apple Watch to children and other family members who do not yet own an iPhone. It can be easily configured using a parent's iPhone. This functionality will allow users to keep in contact with their children, monitor their whereabouts, and track their health and fitness information. Apple's smartwatch provides a maximum of 14 hours of battery life when fully charged.

Motorola released the 'World's Slimmest' smartphone in India

The upcoming smartphone is recognized as the thinnest in the world and holds a MIL-STD-810H certification,



ensuring durability against accidental drops, extreme temperatures, and humid conditions. It is designed with an IP54 rating, measuring 8.1mm in thickness, and equipped with a 4,310mAh battery. Moreover, the device is anticipated to showcase a 6.5-inch 120Hz pOLED display shielded by Gorilla Glass 3. The Edge 50 Neo is set to feature a triple rear camera setup comprising a primary 50 MP camera, a 13 MP ultrawide lens, and a 10 MP telephoto lens. As for selfies, it may sport a 32MP front camera.

Continued Page 1...

Social Media's Impact on Mental Health....

Promoting digital literacy is also essential. Educating users about the responsible use of social media, recognizing misinformation, and understanding the impact of online behaviour is vital. Schools, colleges, and communities can play a significant role in fostering digital literacy and creating awareness about the potential mental health implications of social media.

Furthermore, seeking support from friends, family, or mental health professionals can help address underlying issues and develop coping strategies. Counselling and therapy can provide a safe space for individuals to express their concerns

and receive guidance on managing the psychological effects of social media. In conclusion, social media in India is a double-edged sword, offering both opportunities and challenges. While it has transformed communication and provided numerous benefits, its impact on mental health cannot be overlooked. By adopting healthy usage patterns and promoting digital literacy, we can harness the positive aspects of social media while mitigating its adverse effects on mental health. As India continues to navigate this digital landscape, a balanced and mindful approach to social media usage will be key to ensuring overall well-being.

Session on Self & Sustainable Development and Climate Awareness

Ghaziabad (IMS News Service): Ghaziabad Management Association organized a session on "Self & Sustainable Development and Climate Awareness" on at INMANTEC. The session started with Understanding Self: Emphasizing the importance of self-awareness and personal development. Explanation about Sustainable Development



Goals (SDGs) and Climate awareness emphasized how individuals and organizations can contribute to achieving REG and SDG goals. It was also highlighted the urgent

need for climate action, and encouraging proactive measures to mitigate its effects. The role of Individuals and Organizations - Inspiring

attendees to recognize their role in promoting sustainability through everyday actions, corporate practices, and community involvement. The speaker also encouraged the integration of sustainable practices into personal and professional lives. The speaker was CS Deepak Jain. The session was fully interactive.

The Timeless Art of Photography: Capturing Moments and Connecting Lives

Nimishka Mehta

New Delhi: Photography connects people worldwide through shared emotions in images. Whether it's a moving portrait or a candid street scene, photos speak deeply without words. Though common in the age of smartphones, photography began in the 1840s. Initially a philosophical toy, the camera became a tool that captured the world in new ways. As Douglas R. Nickel noted, photography emerged from the Romantic period—a time of scientific and artistic exploration.

Photography, blending art and science, has fascinated people for centuries. This quest to capture reality in still images started in France in 1827 when Joseph Nicéphore Niépce made the first photograph, which took eight hours to expose. A partnership with Louis Daguerre reduced exposure time to fifteen minutes, creating the daguerreotype—a silver-coated copper plate exposed to iodine vapour and light. Announced in 1839 by the French government, this process marked the beginning of modern photography. Since then, the field has evolved quickly, but the magic of capturing and preserving moments remains as strong as ever, seamlessly integrating into our daily lives. Self-portraits, now called selfies, have been around since the 19th



century. Robert Cornelius took the first selfie in 1839, showing photography's lasting appeal for self-expression. Beyond vanity, selfies can tell personal stories or capture special moments.

The camera's ability to change how we see things is the key to its lasting appeal. By capturing moments, changing perspectives, and revealing the unseen, photography offers a unique view of the world. From high-speed shots to X-rays, cameras show us parts of reality we can't see with the naked eye. Even simple snapshots act as time capsules, letting us revisit the past.

Photography is essential at events because it captures moments that might otherwise be forgotten, preserving memories for years to come. It documents the sequence of activities,

highlighting key moments and adding depth to the event's story by conveying emotions and details that words alone might miss. Event photos boost engagement and excitement among attendees, encouraging them to share their experiences. High-quality photos are also valuable for marketing future events, showcasing the success and enjoyment of past gatherings.

They support social media efforts by creating buzz and reaching a wider audience. Additionally, photography captures spontaneous, candid moments that reflect the true spirit of the event and can be turned into keepsakes like albums or framed prints, providing tangible reminders of special occasions.

Photography is crucial in journalism because it provides a powerful visual representation of news

stories, making them more engaging and impactful. Photos can convey complex situations quickly and effectively, capturing emotions and details that words alone might miss. They serve as evidence, documenting events accurately and adding credibility to the reporting. Photography helps to connect readers to the people and places involved. In an age where attention spans are short, compelling images can attract and retain readers' interest. Additionally, photos are indispensable in journalism for its ability to inform, engage, and evoke a strong emotional response from the audience.

The modern trend in photography is characterized by rapid technological

advancements and widespread accessibility. With the rise of digital cameras and smartphones, high-quality photography is now available to everyone. Social media platforms have transformed how we share and view images, making photography a central part of daily life. Innovations such as high-resolution sensors, instant editing apps, and advanced filters allow photographers to experiment and create stunning visuals with ease. Additionally, the popularity of photo sharing platforms and online portfolios has given rise to a new generation of influencers and amateur photographers, continually pushing the boundaries of creativity and visual storytelling.

By finding beauty and character in everyday scenes, photographers can turn ordinary moments into extraordinary pictures. Photography is an art, and the photographer is an artist shaping reality through the lens.

Photography is a versatile art form that helps people connect, create, and explore the world. Whether capturing a person's essence or the beauty of a fleeting moment, photographers play a crucial role in shaping our visual culture. Photography is art, and you are an artisan of reality. Taking pictures brings the happiness of creating something unique that you made.

Unlocking Endless Possibilities with Advanced Robotic Technology

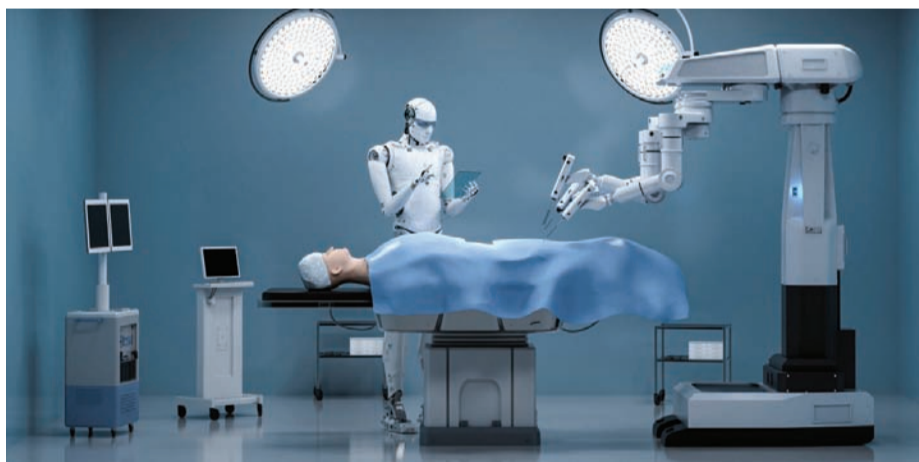
Nandini

New Delhi: The field of robotics is evolving at a high pace and in the next decade it is going to bring more advancement in the technology. As the technology advances and ROI from the use of industrial robots becomes startlingly clear, a production landscape in which manufacturing activities and material flows are handled entirely automatically is becoming commonplace.

Along with the faster production offered by industrial robots, comes a long sought-after benefit. The ability to free human workers from the dangers and drudgery of manual work. Human workers can be elevated to roles where their individual skills and cognitive abilities can be utilized.

work out to be a cheaper option: not only they need breaks, but they also don't need to be paid wages! Equally, from a business perspective, the future of robots will improve quality by eliminating the human error factor and reducing variability in product output.

Network technologies make it possible to link individual robots to wider production systems, creating a factory where machines can actively communicate with each other across the production line. There are many practical applications for robots across a wide range of fields.



Some of the Types of Robot

- ▶ Industrial
- ▶ Military
- ▶ Services
- ▶ Medical
- ▶ Entertainment

Yet, business network PWC predicts that up to 30% of jobs could be automated by robots by the mid-2030s. The report suggest that the stock of robots will increase worldwide for about 20 million by 2030, with automated workers taking up to 51 million jobs in the next 10 years. So, while they may not take over the world, we can expect to see more robots in our daily lives.

It is predicted that they will need different skills to find the work. We may also see robots as a more integral part of our daily routine. In our homes, many simple tasks such as cooking and cleaning may be totally automated. Similarly, with robots that can use computer vision and natural language processing, we may see machines that can interact with the world more, such as self-driving cars and digital

assistants. Robotics may also shape the future of medicine. Surgical robots can perform extremely precise operations, and with advances in AI, could eventually carry out surgeries independently.

China has introduced the world's first artificial intelligence (AI) hospital, aptly named "Agent Hospital."

This revolutionary facility is set to redefine conventional healthcare practices and save millions of lives by leveraging advanced AI technology. With 14 AI doctors and four virtual nurses, the hospital promises to make healthcare more accessible, efficient, and responsive.

Unlike traditional hospitals, this virtual facility allows AI doctors to attend to up to 10,000 patients in just a few days—a task that would

take human doctors at least two years to accomplish. This unprecedented capability highlights the potential of AI to address the growing demand for medical services and reduce the burden on human healthcare providers with the AI doctors achieving an accuracy rate of 93.06%.

AI has made education easy and fun. A Kerala school has introduced a humanoid as a teacher.

Named Iris, the humanoid was unveiled last month at KTCT Higher Secondary School in

Disadvantages of Robots:

- ▶ In some industries the robots may replace human being which may lead to economic problem.
- ▶ Robots can do only that which is told to do, means they can't improvise.
- ▶ Robots with practical applications are generally expensive in terms of the initial cost, maintenance, the need for extra components and the need to be programmed to do the task.
- ▶ Increased Security Risks: Robots becoming more connected through the Internet of things (IoT) may be vulnerable to cyber-attacks.

Thiruvananthapuram in collaboration with Makerlabs Edutech Private Limited.

Sudoku

6	4			1	8			3
		2			5			
					7		1	
							6	7
	8		2		7			9
5		9						
		7		8				
				2			3	
2			6	3			7	4



Nandini Agarwal

विश्वविद्यालयों की खबरें

IIT Indore Launches Short-Term Programs for UC, PG and PhD students

Indian Institute of Technology has launched a short-term programs for PG, UG and PhD students for the academic session 2024-25. The last to apply for this short-term program is September 15, 2024 and the students can apply for this program through the official website. The primary objective of the short-term program is to foster long-term collaborations between foreign institutions and universities and IIT Indore. The program aims to provide opportunities for international scholars to engage in advanced research fields.

VIT Bangalore Announces Data Science and AI Programme for Aspiring AI-Powered Data Scientists

VIT Bangalore is offering a Data Science and AI programme to equip learners with essential skills to become AI-powered data scientists. The curriculum includes open source libraries like Pandas and Matplotlib, enabling participants to master Python and leverage AI techniques. With machine learning algorithms, they will tackle real-world challenges and unlock data potential. VIT bridges the gap between data analysis and intelligent decision-making, empowering professionals to excel in the evolving digital landscape. The Data Science and AI Programme at VIT Bangalore will commence on September 30, 2024. The 16-week online Data Science and AI Programme is specifically developed for professionals seeking a solid understanding of Python, data science, and foundational knowledge of machine learning and generative AI applications.

Mahindra Univ. Introduces School of Design Innovation

Mahindra University has officially announced the opening of its School of Design Innovation in Hyderabad. This initiative features partnerships with the renowned Pininfarina Design Academy in Torino, Italy, and the Shenoy Innovation Studio at IDC IIT Bombay. The school aims to offer students mentorship from leading design experts from India and around the globe. The inaugural academic session is set to begin on August 15, 2024, with a Bachelor's Program in Design.



Radhika Sharma

Indian Culture

- India is known for its cultural diversity, with a multitude of languages, religions, and traditions coexisting.
- India has 22 officially recognized languages, with Hindi and English being the most widely spoken.
- Major religions originating from India include Hinduism, Buddhism, Jainism, and Sikhism. Islam and Christianity also have significant followings.
- India celebrates numerous festivals such as Diwali, Holi, Eid, Christmas, Navratri, and Pongal, each with unique traditions and customs.
- Indian cuisine is diverse and varies by region, known for its use of spices and herbs. Popular dishes include biryani, samosa, curry, and various types of bread like naan and roti.
- Indian music ranges from classical genres like Hindustani and Carnatic to modern Bollywood and folk music.
- Classical dance forms include Bharatanatyam, Kathak, Odissi, and Kathakali. Folk dances such as Bhangra and Garba are also popular.
- India has a thriving film industry, with Bollywood being the largest. Regional film industries like Tollywood and Kollywood also produce many films.
- Traditional Indian art forms include painting styles like Madhubani, Warli, and Pattachitra, as well as intricate crafts and textiles.
- Indian literature has a rich heritage, from ancient scriptures like the Vedas and epics like the Mahabharata and Ramayana to modern literary works by authors like Rabindranath Tagore and Arundhati Roy.
- India boasts diverse architectural styles, from ancient temples and Mughal architecture like the Taj Mahal to colonial and modern structures.
- Traditionally, Indian families are joint families with multiple generations living together, though nuclear families are becoming more common.
- Traditional Indian clothing includes sarees, salwar kameez, dhotis, and turbans. Each region has its distinctive styles and garments.
- Indian culture has a rich tradition of philosophy and spirituality, with ancient schools of thought like Vedanta, Yoga, and Ayurveda.

Knowledge For Students



Solve Quiz No. 118



Solve the following quiz and reply promptly through email. Names and photos of students who answer correctly will be published in IMS TODAY. IMS Engineering college students can provide reply through personal submission-Editor. Email imstoday.imsec@gmail.com

1. Radar is used for
 - a) Detecting objects by using light waves
 - b) Reflecting sound waves to detect objects
 - c) Tracking rain bearing clouds
 - d) Determining the presence and location of objects with radiowaves
2. Where do most of the known asteroids orbit the Sun?
 - a) Between the orbits of Mars and Jupiter
 - b) Between the orbits of Venus and Earth
 - c) Between the orbits of Pluto and Saturn
 - d) Between the orbits of Earth and Mars
3. What are the rings of Saturn made from?
 - a) Gases and clouds
 - b) Satellites
 - c) Large pieces of ice and rock
 - d) Wind and storms
4. The output quality of a printer is measured by
 - a) Dot per inch
 - b) Dots printed per unit time
 - c) Dot per sq. inch
 - d) All of the above
5. Tamiflu is an anti-viral disease used to treat
 - a) Swine flu
 - b) Diabetes
 - c) Japanese Encephalitis
 - d) Asthama
6. Which of the following can be used for controlling Gaseous Pollutant?
 - a) Arrestor
 - b) Incineration
 - c) Absorption
 - d) None of above
7. An iron needle sinks in water whereas a ship made of iron floats on it because
 - a) The edge of the needle is pointed
 - b) The ship is driven by powerful engine
 - c) Specific gravity of the needle is greater than that of water displaced by it
 - d) The ship is flat
8. Of the two bulbs in a house, one glows brighter than the other. Which of the following statements is correct?
 - a) The brightness does not depend on resistance
 - b) Both the bulbs have the same resistance
 - c) The brighter bulb has larger resistance
 - d) The dimmer bulb has larger resistance
9. Magnetic resonance imaging is based on the phenomenon of
 - a) Nuclear magnetic resonance
 - b) Electron spin resonance
 - c) Electron paramagnetic resonance
 - d) Diamagnetism of human tissues
10. An endoscope is used by a physician to view the internal parts of a body organ. It is based on the principle of
 - a) Reflection of light
 - b) Refraction of light
 - c) Total internal reflection of light
 - d) Dispersion of light

Participation format

Quiz No.....
 Name of Student.....
 (also attach your PP size Photo)
 Class.....Year.....
 College name.....
 Mobile number.....
 Email.....
 Present Address.....
 Permanent Address.....

Answers (QUIZ-117) July, 2024 issue:
 1 2 3 4 5 6 7 8 9 10
 a b b c a a a a b d
 Prepared By: Prof. Pradeep Kumar, Assistant Professor (AS&H)

News Brief

IMSians Pledged to Take Care of Environment on Plantation Ceremony

Ghaziabad (IMS News Service): IMSians demonstrated their commitment to the environment by organizing and participating in a plantation drive, pledging to care for the plants they planted, including neem, aonla, aam, and sehjan. Director Prasoona Tripathi emphasized the significance of PM Modi's 'EkPedMaaKeNaam' campaign, highlighting the importance of this green initiative.

Talent Bling of Genesis 2024 Dazzled

Ghaziabad (IMS News Service): On the final day of Induction Genesis 2024, students showcased their talents through dance, singing, tabla playing, mimicry, playacting, and beatboxing, concluding the event with a vibrant talent show. Day and session ended with DJ grooves of new comers.

Outstanding Results of B.Tech I year

Ghaziabad (IMS News Service): IMS Engineering College Ghaziabad, proudly congratulates all B.Tech 1st-year (Odd Semester) students for their outstanding results, with overall pass percentage of 87.80%. Their hard work and dedication have truly paid off and the institution is immensely proud of their achievements. The institution is committed to building a strong foundation for their future endeavors, ensuring they continue to excel and reach new heights.

Renewal of IMSEC's Partnership with Foxit Software Inc., California, USA.

Ghaziabad (IMS News Service): IMS Engineering College Ghaziabad, India, is excited to announce the renewal of its partnership with Foxit Software Inc., California, USA. This collaboration focuses on advancing Foxit's enhanced #pdf #editor, providing all IMSEC students and faculty with access to the software. The computer labs of the college are now fully equipped with the licensed version of this powerful tool. The renewal ceremony, featured notable participants, including Ms. Vandita Singh, Channel Manager APAC at Foxit Software Inc., Dr. S. N. Rajan, Dean Academic; Dr. Sonia Juneja, Head of the CS Department; Dr. Meenu Rajeev Singh, Head of the MBA Department; Prof. Savita Agarwal; Prof. Monalisha Panigrahi; Prof. Nikhil Kawatra from IMS Engineering College Ghaziabad. This renewed collaboration is a significant milestone in providing state-of-the-art resources to IMSEC's academic community, enhancing research capabilities in emerging technologies.

Business Transformation: A Live Project

Ghaziabad (IMS News Service): MBA students at IMSEC have taken a proactive approach to learning by visiting various companies and providing innovative solutions to real-world problems. Through the "Business Transformation: A Live Project" initiative, they have tackled industry challenges head-on, delivering impactful results and showcasing their ability to drive change. From identifying inefficiencies to implementing strategic solutions, students have demonstrated their expertise and dedication. This hands-on experience not only enriches their education but also contributes significantly to the success of the companies involved. The institution is celebrating the achievements of these future business leaders as they transform industries and pave the way for a brighter, more efficient future!

IMSians Shared Glimpses from their SIP Diary

Ghaziabad (IMS News Service): On the final day of the reorientation ceremony, Transcend, IMSians shared their internship experiences from the SIP Diary. Students from various companies acknowledged the efforts of the institution's Placement Team and Faculty, and emphasized the valuable guidance from Industry Mentors. Notably, IMS Ghaziabad achieved a 100% placement rate for the summer internships this year, underscoring the institution's commitment to student success.

Powerpack Panel Deliberations

Ghaziabad (IMS News Service): IMS Ghaziabad witnessed a power-packed panel deliberation moderated by students across three diverse themes: "Career in Unicorns - Challenges & Opportunities" and "Generative Artificial Intelligence (GenAI) for GenZ." Students' research, communication skills, and debating abilities were highly appreciated by faculty and deans, showcasing the effectiveness of such initiatives in honing their professional competencies.

IMS GZB One of Best B School

Ghaziabad (IMS News Service): IMS Ghaziabad, renowned for its educational excellence, has recently been recognized by prestigious IIRF and EPSI rankings. This acknowledgment reflects the institution's continued commitment to providing top-tier education.

Union Budget 2024 at IMS Ghaziabad

Ghaziabad (IMS News Service): IMS Ghaziabad hosted the Union Budget 2024 live streaming witnessing India's growth and prospects shining brighter amidst global challenges.

Induction Program Genesis and Bootcamp at IMS

IMS News Service

Ghaziabad: The inaugural day of the 10-day induction program 'Genesis' and Boot Camp was attended by parents and new students of the 35th PGDM Batch 2024-26 at IMS Ghaziabad, all with dreams in their eyes. Esteemed guests included Mr. Ankur Baruah, HR at IOL; Sonia Bali, VP at MCube; and Bhavna Batra, Executive Director at People S&P Global.

The Boot Camp session at IMS Ghaziabad provided hands-on learning for students on the fundamentals of subjects they will study over the two-year PGDM program. Topics included



marketing, statistics, operations, data literacy, and placement preparedness, ensuring students are well-prepared for their academic journey. The Genesis Induction Programme featured sessions on academic policies, including IMS Bingo, Power of Dressing, Crossroads management games, data

literacy, area briefings, hostel and campus tours, and IMS family introductions, spanning 10 full days.

IMS Ghaziabad bridges the gap between corporate and academics, ensuring continuous support for alumni. On 4th day of Induction- Genesis, five prestigious alumni visited to guide the PGDM 2024-26

batch. The panel discussion, moderated by Dr. Abhishek Bhushan Singhal, Area Chair of Alumni Affairs, fostered thorough interaction between alumni and students, enriching the young professionals' understanding and preparation for their careers. On the 7th day of the Genesis Induction Program for the PGDM Batch 2024-



26 at IMS Ghaziabad, a panel discussion titled "Navigating the Future: Insights from Industry Leaders" was held. Dr. Prasoona M. Tripathi welcomed experts including Amit Jawar, Urooj Fatma, Manish Singh, Arnab Chakravorty, Asheesh Chandolia, and Rohan Kumar Sudan. Head Librarian Dr. Lalita

Tyagi, along with experts from Capitaline and Perlego, led an insightful session on Resources and Technology Integration at IMS Ghaziabad. Emphasizing the need for future leaders to be well-equipped with research tools to excel in corporate settings, IMS ensures comprehensive resources and support for its students.

Campus Recruitment Drive of TCS

IMS News Service

Ghaziabad: CDC Department of IMS Engineering College Ghaziabad organised a Campus Recruitment Drive of "TCS" Tata Consultancy Services. This Pool Campus Drive was channelized for students of MCA & B.Tech -All Branches.

Mr. Ankit Jain (Head - CDC Dept.), Mr. Gurmeet Bedi (Head - CDC Dept.)



along with his team members Ms. Chanchal Chaudhary & Ms. Akshika welcomed the recruitment Panel by presenting saplings to them and shared

gratitude for providing the Golden Opportunity to host this Pool Campus Recruitment Drive of "TCS" Tata Consultancy Services at the campus.

Two days' workshop on Data Analysis Using SPSS

IMS News Service

Ghaziabad: The use of statistical and econometric tools and techniques for research in management is found to be enormous in recent times. A clear understanding of the theoretical issues and the skills of operating the software are two significant requirements for proper use of such tools. With this backdrop MBA Department of IMS Engineering



College, Ghaziabad organized two days' workshop on the topic "Data

Analysis using SPSS" from 1st July 2024 to 2nd July 2024. The objective of the workshop was to equip participants with the skills to analyze the data using SPSS software. The Eminent Speaker Dr. Meenu Baliyan, HOD MBA provide their valuable insights on the topic and helped participants develop their skills on a sample dataset to apply the research methodology learned by them in the classes.

Workshop on Block-Chain Technology and its Applications



IMS News Service

Ghaziabad: In collaboration with the C Sharp Corner, the Department of Computer Science organized one-day workshop entitled "Block-Chain Technology and its applications" on 27th June, 2024. Mr. Harshit Dhiman, Block Chain Expert from C Sharp Corner led the session on Block-Chain Technology covering Decentralized nature, cryptography, smart



contracts, and its application in various fields like finance, healthcare, cybersecurity, and supply chain management. Mr. Atul Gupta, VP, Events from C Sharp Corner facilitate the certification process to students. 55 Attendees from B.Tech CS Department enthusiastically participated and earned certification in different domains.

The department extends gratitude to the resource persons from C-Sharp Corner for their expertise with the students.

Value-Added Course on Innovative Data Solutions with Tableau for Start-ups



certificates, learning everything from Tableau basics to advanced visualization techniques, with hands-on projects and real-world case studies. Dr. Kavita Saxena, Head of MCA, appreciated the efforts of Mr. Aditya Batra for leading the sessions as the resource person.

The program was well coordinated by Prof. Sadaf Raza. The organizing committee was thrilled with the positive feedback and are committed to offering more courses that bridge academic and industry skills!

The MCA Department of IMS Engineering College Ghaziabad, successfully concluded the Value-Added Course on "Innovative Data Solutions with Tableau for Startups". More than 50 students participated and earned

Workshop on Empowering Future Leaders with Power BI



IMS News Service

Ghaziabad: The MBA Department of IMS Engineering College, Ghaziabad, organized a dynamic two-day workshop from July 4th to 5th, 2024, focusing on the industry-leading standard in self-service analytics—Power BI. This initiative is designed to equip our students with the skills essential for long-term career growth.

Our goal was to familiarize students with Business Intelligence (BI), highlighting how it differs

from Excel and how data can be seamlessly imported from Excel to Power BI. Special thanks to our distinguished speaker, Dr. Meenu Baliyan, HOD MBA, for delivering a hands-on experience. Dr. Baliyan guided students through connecting to data sources and transforming data into meaningful insights, making the session both interactive and insightful.

Our students left the workshop inspired and equipped with practical skills that will pave the way for their future success.

33rd Convocation Ceremony Organized



IMS News Service

Ghaziabad: It was a moment filled with pride and accomplishments, graced by

the presence of Mr. Rajeev Dubey, Chairman of MIBL, MFCWL, MSSCL (industry expert), and Dr. Rajive Kumar, Secretary

of AICTE, IMS Ghaziabad held its 33rd convocation ceremony for PGDM Batch 2022-24. Their inspiring words paved the way for our

future leaders' progressive path. We extend heartfelt gratitude to our esteemed chief guests for their inspiring insights.

IMS at ISB Hyderabad for Academic Excellence Roundtable-Vision 2030

IMS News Service

Ghaziabad: Great leader fosters a great team. Recently, our esteemed Director, Dr. Prasoona M. Tripathi, represented IMS Ghaziabad at the 'Vision 2030 - Accelerating Academic Excellence

Roundtable' at ISB Hyderabad. He was praised by experts for the innovative practices introduced at IMS Ghaziabad's Lal Quan Campus. Notably, IMS Ghaziabad was one of the few institutions from North India present at this prestigious event.



Value-Added Course on Java Programming



IMS News Service

Ghaziabad: The MCA Department of IMS Engineering College, successfully completed the value-added course on Java Programming. This course, covering both basic concepts and advanced Java, was conducted for our MCA 1st Year students. Over 60 students participated, deepening their understanding of core Java concepts, gaining

practical experience, and preparing for real-world programming challenges and professional careers in software development. The sessions, led by Prof. Krishan Kumar Sharma, Computer Science and Engineering department, were packed with valuable insights. He highlighted the importance of user-centric design and advanced Java techniques, making the learning experience truly enriching.

Pre orientation Program of MIB

IMD News Service

Ghaziabad: The Department of Management at IMS Ghaziabad (University Courses Campus) organized the UTKARSH 2024 orientation program for the MIB Batch 2024-26. This aimed to introduce the new batch to the ethos and academic rigor of the program while providing insights into the professional world through interactions with distinguished guests from various industries.

The theme for the event was "Synergy 6.0: Fusion for Future Leaders' Collaborate, Innovate and Elevate." The event commenced with an inspiring address by the



Director of IMS Ghaziabad (University Courses Campus), who welcomed the new batch with enthusiasm and shared the institution's vision for their academic journey. He emphasized the importance of a holistic education that goes beyond textbooks, encouraging students to actively participate in various academic and

extracurricular activities. He highlighted the significance of collaboration, innovation, and leadership in today's business world and urged students to make the most of the opportunities provided by the MIB program.

The inaugural address was delivered by the Chief Guest, Mussarat Hussain, who emphasized the importance of human

resources in shaping successful organizations and encouraged students to embrace learning with enthusiasm.

Each Guest of Honour shared their experiences and insights from their respective fields, touching upon the challenges and opportunities in the current business landscape.

• Siddhant Basu spoke about

the rapid growth of the food delivery industry and the strategic role Zomato plays in it.

• Amit Pandey highlighted the significance of innovation and adaptability in the manufacturing sector.

• Rajesh Popli provided insights into the evolving role of human resources in fostering organizational growth.

• Ananth Melatur discussed the importance of customer success and relationship management in the aerospace industry.

• Ashish Jain elaborated on the critical role of exports in economic development and the support provided by FIEO to Indian exporters.

FDP on Simulation Techniques for Enhanced Management Education

IMS News Service

Ghaziabad: Department of Management at IMS UC Campus organized a Faculty Development Program titled "Simulation Techniques for Enhanced Management Education". It was a comprehensive development programme aimed at enhancing the pedagogical approach of management educators. The program was focused on demonstrating various simulation techniques that can be integrated into the management curriculum to provide a more interactive and practical learning experience for students.

The resource person for the session was Mr. Abdul Manager- Cesium Business



Simulations, he is leading business operations and product initiatives for Cesium in the Asian Market. He briefed about the Monte Carlo Simulation, Modelling Simulation and Decision-Making Simulation. During the session, he also demonstrated Student

Interface and Instructor Simulations. He also gave an overview of software and tools that facilitate student engagement and learning. The faculty has also undergone practice sessions on managing simulations from both student and instructor perspectives.

Staff Development Programme Organized

IMS News Service

Ghaziabad: The Staff Development Programme (SDP) was conducted at the IMS, University Courses Campus. The session featured Mr. Rajnish Kumar Mishra Rohit, Assistant Professor - Finance as the resource person.

Mr. Mishra, an experienced finance educator, led a session on "Gullak- Financial Wellness: Saving Smarter, Living Better." This event aimed to enhance financial literacy among the attendees, focusing on smart saving techniques and better living through financial wellness.

In today's fast-paced



world, financial wellness has become an essential aspect of leading a balanced and fulfilling life. The concept of "Financial Wellness: Saving Smarter, Living Better" revolves around cultivating smart money habits that empower individuals to take control of their finances. This approach not only involves strategic saving and budgeting but also emphasizes the importance

of making informed financial decisions to build a secure future. By adopting effective financial strategies, individuals can achieve their life goals, reduce financial stress, and improve their overall well-being. Embracing financial wellness allows for a more sustainable lifestyle, where smarter saving leads to better living and long-term financial stability.

MDP on HR Analytics for Effective Decision Making

IMS News Service

Ghaziabad: IMS Ghaziabad, University Courses Campus, hosted a Management Development Program (MDP) on "HR Analytics for Effective Decision Making." The event was spearheaded by the Head of the Management Department, Prof. Puja Rastogi, and convened by Prof. Mayank Pandey.

The program featured Mr. Deepak Kumar, an Analytics Practitioner at a leading MNC, and Mr. Rakesh Seth, Chief Mentor HR at ReecoSyys, as key speakers. They provided deep insights into leveraging HR analytics for strategic decision-making.



Additionally, Mr. Rahul Agarwal, Executive Director of the Ghaziabad Management Association (GMA), attended as a guest, adding to the event's significance. The day included interactive workshops and discussions, engaging over 40 participants. These sessions bridged theoretical knowledge with practical application, focusing on enhancing HR practices through data-driven



insights. The event concluded with a certificate distribution ceremony, where participants were recognized for their active involvement. The organizers expressed gratitude to the speakers and

outcomes, including a deep understanding of HR analytics, the development of critical thinking and analytical skills, the importance of continuous professional development, and valuable networking opportunities. These outcomes collectively equipped the participants with the tools and insights needed to excel in their HR roles and contribute effectively to their organizations.

Peer Enrichment Session on Data Visualization with Tableau

IMS News Service

Ghaziabad: Department of Computer Science at IMS UC Campus, Ghaziabad organized a peer enrichment session on Data Visualization with Tableau. This hands-on session was designed to enhance the skills in transforming raw data into insightful visual representations that drive decision-making. The session was led by experienced facilitator - Mr. Surya Saxena, Assistant Professor, Department of Computer Science, Ghaziabad, a skilled data analyst with extensive experience in Tableau.

The session began with a comprehensive introduction



to Tableau's interface and basic functionalities. Participant learned how to connect to various data sources, from spread sheets to databases, and import data into Tableau for analysis. The instructor demonstrated key features, including creating interactive dashboards, building dynamic charts, and using filters and parameters to

refine data insights. Participants were guided through practical exercises, where they applied techniques to visualize data trends, identify patterns, and present information effectively. The hands-on approach allowed to explore Tableau's diverse capabilities, from simple bar charts to complex geospatial maps. By the end of the

session, Contestants gained a solid foundation in Tableau's features and best practices for data visualization in their respective domains. This peer enrichment experience not only deepened technical knowledge but also emphasized the importance of clear, compelling data presentation in strategic decision-making too.

Digital Innovate: A Social Media Content Competition

Ghaziabad (IMS News Service): The Biocom Society of the Department of Biotechnology at IMSEC, in collaboration with the Institution's Innovation Council (IIC), hosted "Digital Innovate: A Social Media Content Competition." Coordinated by Dr. Neha Chandra, Assistant Professor in the Department of Biotechnology, the event focused on the theme "Mastering Professional Communication and Leadership: Leveraging Social Media for Career Growth." Students poured their creativity and insight into producing compelling digital content and videos,

UC IMS Venture Foundation Forms Strategic Partnership with Register Karo

IMS News Service

Ghaziabad: The UC IMS Venture Foundation entered into a strategic partnership with Register Karo, a leading online business compliance platform, by signing a Memorandum of Understanding (MOU). This collaboration aims to empower entrepreneurs with essential services such as registrations, tax filings, and legal matters.

The event began with a welcome address by Dr. Arun Kumar Singh, Director of IMS Ghaziabad (University Courses Campus), who introduced the distinguished guests.



Srihari Dhondalay, Co-Founder of Register Karo, provided an insightful overview of his company's mission. He emphasized how Register Karo assists entrepreneurs in navigating business compliance complexities, enabling them to concentrate on business growth.

The formal MOU signing, held in the director's office, was attended by key representatives from both

organizations. This ceremony symbolized a shared vision of supporting businesses at every stage, ensuring they have the necessary resources and expertise to thrive. The event concluded with a group photograph, capturing this significant new alliance.

The MOU Signing Ceremony underscored the critical importance of services like registrations, tax filings, and legal matters. It provided valuable insights on managing business compliance challenges and demonstrated how strategic partnerships can offer comprehensive support to businesses.

Peer Enrichment Session on De-escalating Negative Behavior Caused by Stress



Ghaziabad (IMS News Service): The Department of Computer Science at IMS UC Campus, recently hosted a Peer Enrichment Session led by Ms. Rashmi Singh. The session, titled "De-escalation of Negative Behavior caused by Stress" which was focused on managing stress and maintaining positive behavior under work pressure. Ms. Singh shared effective strategies for

achieving happiness and well-being, even in challenging situations. The session included various activities and real-life anecdotes, fostering a strong connection with the audience and providing practical insights for personal and professional development. After the session audience were happy and leaned how to maintain happy environment at workplace even in stressful situations.

Peer Enrichment Program on Empowering Educators

IMD News Service

Ghaziabad: The Research Cell, IMS Ghaziabad (University Courses Campus) with Department of Management organized an insightful session on "Empowering Educators: Leveraging AI for Enhanced Teaching and Productivity" for the faculty members of IMS Ghaziabad, University Courses Campus. Through Peer Learning, faculty members learn exclusively from the expert of a domain amongst their own team. There is an opportunity to gain new perspectives, nuances and layers to one's knowledge.

This Peer Enrichment Program on "Empowering



Educators: Leveraging AI for Enhanced Teaching and Productivity" aimed to share the use of advanced tools of Artificial Intelligence for teaching and documentation as per standards. The session turned out to be very beneficial for the participants as use of the modern tools of Artificial Intelligence can facilitate academicians in various domains. The session

was delivered by Mr. Manish Kumar, Assistant Professor Department of Management, IMS Ghaziabad (University Courses Campus). The session commenced with a basic understanding of Artificial Intelligence and its emerging significance in teaching. The resource person emphasized the fact that the use of AI in teaching and other associated fields



can deliver expected outcomes only if proper prompts are used. In fact, faculty members are now being able to map Course objectives with program outcomes, prepare lecture plans and many other such tasks by using tools of Artificial Intelligence.

Some of the tools that have been discussed along with their proper application and demonstration during the

session are:

- **Gemini:** It is powered by artificial intelligence and can understand natural language. It may help faculty to be more productive by answering development queries.
- **Canva:** It is a graphic design platform that provides tools for creating social media graphics, presentations, promotional merchandise and websites.

• **Chat GPT:** It is an AI chatbot that can be used to generate text, translate languages, and answer questions. It can be used by academicians to map course objectives with program outcomes.

• **Copilot:** Copilot lets us search for specific information, generate text (such as emails and summaries), and create images based on text prompts we write.

Main highlight of the session was the expertise of Mr. Kumar for drafting appropriate prompts for expected outcomes. He discussed and shared QR Codes for various prompts related to Audio, Video, Content and text generation.

