



## IPS hosted the Torch Relay for the Chess Olympiad

The 44th Chess Olympiad was organised for the first time in India with the objective of promoting chess and bringing awareness about the game and celebrating it as the 75th Amrit Mahotsav of Independence.

The Chess Olympiad Torch Relay passed through 75 cities across the country, and in this series, the torch reached Indore at Indore Public School, Main Campus on Monday, 4th July 2022. A grand ceremony was organised in the school premises which was graced by the galaxy of intellectuals- Sri Tulsi Silawat Ji-Ministrer of Water Resources, Madhya Pradesh Government, Dr. Renu Jain-Vice Chancellor, DAVV University, Grand Master Mr. Anurag Mahamal, Mr. Akshat Khampriya - First



International Master from MP, Dr. Sunil Somani-Vice Chancellor of Oriental University, Mr. Rishabh Gupta, CEO of Smart City Indore, and Shri Om Soni, Vice President of the Madhya Pradesh Olympic Federation.

The highlights of the inaugural ceremony, as well as a message from the Hon'ble Prime Minister, Shri Narendra Modi were

shown. The torch was handed over to Grand Master Anurag Mahamal and it was presented to the ace players, Ms. Cera Dagaria and Ms. Nityata Jain. The programme ended with a vote of thanks by the eminent educationist and the President, IPS Group of Institutions, Ar. Achal Choudhary Sir.

Sanjali Jain  
BAMC 1st year

## Ar. Shri Achal K. Choudhary Sir received the 'Eminence Award'

Ar. Shri Achal K. Choudhary Sir, President, received the prestigious Dainik Bhaskar 'Eminence Award' for the year 2022 and 2021. The honour was conferred by Cabinet Minister, Hon. Shri Nitin Gadkari Ji in a ceremonious manner in New Delhi on 21 July 2022.

50 personalities from Indore were honored by the Union Minister. During the award ceremony, Union Minister said that the award gives incentives to those who work, so that they can continue to do more and better work.

At this function, educationists, businessmen, social workers, and cultural workers from Madhya Pradesh were honored for their performance in the year 2021 and 2022.



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## Let's Eradicate The Periods Taboo



The NSS/IPSSR department of IPS Academy has been running a menstrual hygiene campaign for many years. This time, the programme was held at Vijayaraje Girls Higher School in Ujjain, where the head of the department, Neha Sharma, along with Mr. Sanat Vyas, Principal of the school, educated the girls on how to end period taboos. "Periods are a natural process that

happens to every woman," she said to the female students, "so, why does our society make it a matter of shame, and why can't we talk about it openly?"

Therefore, we in our society are trying to eradicate this taboo and create a stress-free environment for women. Neha Sharma Also shared: When we go to school and talk about periods, only 30% of girls are able to talk about them openly, and the rest of the girls often hesitate. We found that the remaining 70% of girls belong to a society where periods are considered one of the worst days of life, or they are not allowed to talk about it. However, after looking at the various misconceptions, we try to spread awareness and help girls to talk, learn, and be open about it. This step of NSS / IPSSR was appreciated by all, and the students thanked the faculty.

Akash Puranik  
BAMC 1st year





# National HR Conclave at IPS Academy



IPS Academy organised a national HR conclave on the theme **'Riboneru Rebuilding - Opportunities and Redefined Notions on its campus in Indore.**

Addressing the HR Conclave, Dr Anurag Batra, editor-in-chief of Business World and the chief guest, said, "To become a successful leader, you have to stay away from the three C's i.e. Complain, Comparison and Criticism".

"Blaming others for their mistakes is not a sign of a good leader. A good leader should always have an open mind. He/she should listen to others, whether the person who speaks has a small or big personality. The mind should always be open to getting new ideas and feedback." Batra said.

Giving tips for becoming a successful HR professional, Batra stated that correct planning and constant follow-up are crucial to success. If a team member is at fault, correct them; if their work is excellent, compliment them.

A panel discussion on the 'future challenges' was held at the conclave. The participants discussed that the young workforce is set to be decreased by 2035 due to the skewed sex ratio in the country. However, the retired employees must work extra time to fill the

gap. Therefore, HR policies will have to be framed according to the needs and convenience of the elderly workforce.

"If the employee is happy, then there will be business growth," said Dharmendra Jain, CFO and HR head at Yash Technologies. The employee should feel that the company will stand by their side in times of crisis.

There should be a culture where an employee can directly talk with the senior managers" said Dharmendra Jain, Chief Finance Officer and HR Head of Yash Technologies. Shastri PKV, Head of Global Delivery and Operations, Hexaware, was the special guest at the HR Conclave.

Mayur Satyavrat of Adani Airport Holdings, HR Anand Dhruv, Associate Director of NTT, Sahil Nair, and Associate Director of KPMG, Dr Ankita Singh, Global Head HR of Signex, Debashish Ghosh, CHRO, Barcadia, and many other personalities were the speakers. The guests were welcomed by placement head Dr. Rajiv Shukla.

At the end of the conclave, the Event Organizing Committee Chairperson, Nihit Jaiswal, expressed his gratitude.

Ayushi Tiwari  
BAMC 1st year

## "Ek Bharat Shrestha Bharat" Department of Engineering hosted 33 students from Manipur

As part of the Azadi Ka Amrit Mahotsav-Ek Bharat Shreshtha Bharat (AKAM-EBSB) 33 college and school students from Imphal, Manipur made an enriching visit to Indore and surrounding places of Malwa region of M.P. Out of the 33 students, 19 students were from different schools of Imphal and 14 were from MIT, Imphal. The students were accompanied by 2 faculty members. The visit was facilitated by the Union Ministry of Education and the All India Council for Technical Education (AICTE), New Delhi. The team visited various places of Malwa region including Maheshwar, Mandavgarh from June 26 to July 02, 2022. IPSA Institute of Engineering and Science, were the host



institute. Manipur and Madhya Pradesh are paired states under the Ek Bharat Shrestha Bharat scheme. Students explored various places which included Bio CNG Plant of Indore Municipal Corporation, Khajrana Ganes Temple, Dongla Robotic Observatory,

located at zero degree longitude, and Mahakaleshwar temple in Ujjain. On the concluding day, the students participated in the joint cultural programmes, showcasing the traditions and culture of the two states. During their visits, students enjoyed and tasted different cuisines of the host state at the world famous Sarafa bazaar & Chowpatty of Indore. The visiting Manipuri team was much impressed and felt enriched by the historical places, traditions, culture and local cuisines. They also learned about the heritage. Similarly, students from IPSA came to know about different Manipuri traditions.

Rahul Pratap Singh  
BAMC 1st year





## Comedy Act Performed by Students of SOPA on the Auspicious Festival of Vasant Panchami at IPSA

On February 2nd, 2022, to celebrate the auspicious occasion of Vasant Panchami School of Performing Arts organised a comedy act/play. Management members along with the Chief Guest Mr. Sushil Johri attended this event. Sushil Johri is a movie actor who has worked in many Bollywood movies as well as a few Telugu movies.

He is also an anchor, writer, and director. This event took place at the premium auditorium. The event started with Saraswathi Vandana, which was performed by the students of the vocal department of the school of performing arts. Then the director of the play, Mr. Chaitanya Shah, gave a small description of the play named "BHAGAVADJJUKAM", written by Bodhayana.

This play was written in the 7th century and was later translated into Hindi by Mr. Nemi Chandra Jain (Padma Shri awarded Indian poet). The play starts with the discussion between the guru (master) and his student, whose attention is drawn towards a woman who was singing in the garden near them.

The woman gets bitten by a snake and dies in the arms of her friend. The play ended with character introductions (Paatr Parichay). After the play, the President of IPS Academy, Mr. Achal K. Choudhary said a few words about the play and expressed his gratitude towards the drama team. The event ended with a small speech by the Chief Guest, Mr. Sushil Johri, where he talked about his experience in theatre and industry.



Anusika Pandey  
BAMC 1st year

## Balancing - Mind, Body and Soul for Women



On 8th March, 2022, an International Women's Day celebration was organised by the Cultural Committee of IPS Academy, in order to shed light on the importance of Balancing-Mind, Body, and Soul for Women. The main aim of the event was to empower and educate all the women for their upliftment by promoting self-belief strategy. President Ar. Achal K. Choudhary gave a special video message to greet all the women. Ms. Smita Bhardwaj, IAS, Principal Secretary, Cottage and Rural Industries, MP, and Ms. Anuradha Saxena, Motivator and Social Worker, were the Chief Guests. The Guests of Honour were Dr. PVKS Hettiarachchi, Lecturer in oral

medicine and radiology, University of Peradeniya, Sri Lanka; Dr. Gyani K. Nandasiri, Department of textile and apparent engineering, University of Moratawa, Sri Lanka; Ms. Nidhi Jain and Mrs. Kumudini Choudhary, Management members, IPS Academy. The chief guests shared their thoughts and guided the women on how to balance mind, body, and soul. Some of them shared their experiences and their journey in life to motivate the audience. An inspiring and tremendous vocal and dance performance was delivered by students of Performing Arts IPS Academy, while the Vote of Thanks was given by Dr. Shalini Mathur, HOD Humanities IPS Academy.

Shivangi Gupta  
BAMC 1st year

## Guru Purnima Celebrated at B.Ed Department

Guru Purnima festival was celebrated at the B.Ed department on Wednesday, July 13, 2022. The program started by jointly lighting the lamp and garlanding the statue of Mother Saraswati by the Principal of the department Dr. Sunita Sharma & Asst. Prof Ruchi Singh. Principal Dr. Sharma said "Today's society needs such a guru who can remove the problems of their Students." She also shared that Education is the most noble career and shared insightful points on how to become a valuable teacher. The Students enthralled the audience with Saraswati Vandana, Guru Vandana, Geet etc. and also expressed the importance of their Guru through stories and speech.



Madhvi Kardam  
BAMC 1st year







## Corona and Volunteer Award Ceremony for the IPS family by NSS/IPSSR Department

All the corona warriors of the IPS family were awarded for going above and beyond duty to provide incredible services to people during the COVID-19 Lockdown Period 2020, under the guidance of HOD of NSS/IPSSR Neha Sharma, by providing food and transport services to the people.

H.O.D Neha Sharma also shared, "Our Corona warriors of IPS Academy, without caring about their lives, handled the situation and social balance in those difficult situations when there was a need for humanity in human beings, be it our drivers, conductor guards, or our student volunteers, all at their own level, made their valuable contribution to take out the country, society, and the world from the critical circumstances." We all also saw the period when all the big industries started shutting down due to the lockdown and probably the biggest migration of mankind.

At that time, IPS arranged buses as well as drivers, conductors, and many helping hands came forwards to help in every possible way, whether it was to transport the passers-by from one place to another or to arrange food, water, and medicine. Everyone worked shoulder to shoulder. "Not only students, but also drivers, mess staff, and other IPS Academy faculties, stepped forward to combat the situation during the pandemic. The students of performing arts at IPS Academy added some stars to this volunteer award ceremony by presenting a wonderful dance. President Ar. Achal Chaudhary, vice president Mr. Yogendra Jain, and members of management, along with H.O.D Neha Sharma, were the guests of honour for the event. This ceremony was not only for felicitation but also to encourage people to show kind behaviour in their nature.

Ayushi Bhatia  
BAMC 1st Year





## Cyber Security: A need of today!

A session with Dr. Varun Kapoor conducted at S.O.C.Dept.

On May 10th, 2022, the School of Computers and IPSA conducted a session on cyber security. The Chief Guest and Speaker was Dr. Varun Kapoor, a well-known individual. He has held a variety of positions within the police service, including Superintendent of Police (SP), Deputy Inspector General of Police (DIG), Additional Director General of Police (ADG), and Inspector General of Police (IGP), and via those positions, he has established his own legacy. Being the only officer in all of Asia to receive a PhD in cyber security, Dr. Varun shared in detail with students about the following topics: how important is cyber security? What is cyber crime? What is cyber stalking? and more. He made the students aware of various cybercrime cases and also shared how

to prevent crimes from happening. The session was insightful and helped students learn greatly about how to use social media responsibly. Towards the end, Dr. Varun was given a vote of thanks and a token of love by the H.O.D. S.O.C. Dr. Manish Pundlik for enlightening the students through a wonderful session.



Dhruv Vyas  
BAMC 1st year

## Sewing training organized by NSS Department to make women self-reliant.

IPS Academy is always ready for the welfare of its class IV employees. This time, the academy's NSS Dept. started a sewing training programme in collaboration with "Jan Shikshan Sansthan" to make women self-reliant. The main objective of this training has been to make women skilled in sewing and related work. Sewing-weaving is such an art, through which any woman can earn money sitting at home and can provide education and facilities for her children. Training can be taken by any woman. The interval between this training is five months, in which training is given by the trainer. At the time of training, 20 women in a batch get trained.



The age of tailoring training by the academy is a minimum of 15 years and a maximum of 45 years. Women do not need any educational qualification. Illiterate, neo-literate, rudimentary, and 8th and 12th grade dropout women can also join.

Purna Gaur  
BAMC 1st Year

## Police Station Visit by Law Students

This event was organized to help students learn the basics of procedure in a police station, the very first place where a victim of a crime reaches to register his grievance.

Budding lawyers must be aware of the procedure of First Information Report (FIR), other types of police reports, working in a police station, principal officers in a police station, important provisions of the Indian Penal Code (IPC) and Code of Criminal Procedure (CrPC), lock-up, important registers maintained in a police station, etc. Event details: Officer Mr. Sachin Tripathi from Rajendra Nagar Police Station was instructed by the Thana Incharge (TI) of the police station to conduct the visit



and guide the students. Officer Mr. Tripathi started the visit and took an open lecture in the open space on the campus of the police station.

He explained to students the basics of criminal law, the working of the police station, the difference between FIR and NCR, police beats in different areas and several other topics touching upon criminal law and procedure. After this orientation, students were taken, in small groups, inside the police station and were shown maintained registers, lockups, maal khaana and other areas of the police station.

Dev Pratap, Deepak Kashyap  
BAMC 1st year

## SOPA Awards

● Marathi group song competition was organised by Sanand Nyas, Indore. There were 50 groups in the competition, of which 13 groups were at college level. Students of SOPA won prizes despite not being from a Marathi background.

● In a music competition held in IPS Academy on March 10 & 11, 2022, students of SOPA secured a position at a college level youth festival competition organised by UGC and Raja Mansingh Tomar University, Gwalior, where almost 19 colleges from different cities participated in 7 events in which students of SOPA secured various positions.

● Once again, the school of performing arts students participated in a dance competition which was held on April 13th and 14th, 2022, in which many students won many prizes in inter-college competitions and represented IPS Academy. The competition was organised by GSITS government engineering college, Indore, which was held in our college, IPS Academy..

Deepak Kashyap  
BAMC 1st year

## Plantation Drive At Law Department

Plantation Drive on the occasion of the International Day of Forests was organised by the Law Dept. of IPSA. The International Day of Forests was established on the 21st day of March, by a resolution of the United Nations General Assembly on November 28, 2013. The event started with the faculty members and students gathering at the designated garden area of the academy. The plantation started with students preparing the area by digging and sprinkling water at certain spots where saplings were to be planted. A total of eight saplings were planted. Students and faculty also pledged to take care of these plants and oversee periodically the growth of these plants. The event ended with a group photo session with our students holding the college event banner.



Dev Pratap Singh  
BAMC 1st year





## Annual Fest of IBMR :“Blossoms & Flames-2022”

IBMR, the Management department of IPS Academy Indore, hosted a grand inauguration with all the fervor of its three-day Annual Festival : “Blossoms and Flames”. The grand opening of the event happened with a cake cutting ceremony by the students of the institute. The Institute’s Director, Dr. Vivek Kushwaha informed us that the Annual Fest constitutes both the Inter-Departmental competition, which is named “Blossoms”, and the Inter-College competition, which is known as ”Flames”.

The events on the first day included competitions such as “Dangal (Roadies)” & “Kalakriti” which included showcasing of the creative arts such as Rangoli making, Mehendi, Face painting, Tattoo making, Best out of Waste, Hairstyling, Fireless Cooking competition etc. The Dangal(Roadies) competition, develops a sense of teamwork and strategizing skills within the participants. In the competition of “Kalakriti”, students participated



enthusiastically in creative activities such as Rangoli, Mehendi, Face painting, Nail Art, Tattoo making, Best out of Waste, Hair-styling competition as well as Fireless Cooking. Through the three-day event, “Khao Gali” or the “Food Street” will serve delicious and sumptuous food items and cool beverages, such as Chole Tikiya, Paani-puri, Dahi Bada, Chinese, Italian and South Indian dishes like Pizza, Pasta, Dosa, Noodles, Milk Shakes etc.

Nikita Sharma, Ashwin Osari  
BAMC 1st year

## "Building Construction" workshop at School of Architecture.

6 days workshop hosted by famous Model Maker **VIKAS SHIMPI**

A workshop was organized at the School of Architecture in which the students learned the skills of construction by Vikas Shimpi, a well-known model maker from Nashik. The workshop was divided into two halves with 3-3 days for different sections. The first three days of the workshop were related to brick model making, in which students learned how to handle small scale bricks. In this workshop, brick models like pointed section, strip foundation, semicircular section were made.

The horseshoe section was also built with the help of bricks. After that, the RCC workshop was held for the next three days, in which the students participated in real-time. They constructed an RCC frame structure with scale, starting with an RCC foundation, then columns, beams and slabs were inserted.

Akash Purani, Rahul Pratap  
BAMC 1st year



## Fun Activities at Mass Communication Department

A film festival and carnival were organized by the Mass Communication Department. The festival ran from 23 to 29 March 2022. The first day of this festival was Film Fest Day, which was organized for the students of all semesters in which students made their short film on social issues and presented it in the auditorium. A cultural



program was organized on the second day, in which the students presented dance performances as well as entertaining activities. In this carnival program, certificates were also distributed to the winners, as well as many games were also held in which a cricket match was played between the students of all three semesters on the fourth day and kabaddi, tug of war, lemon race, relay race etc. on the fifth day were played.

Rohit Saini  
BAMC 1st year

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## Alumni meet conducted at ISR Department

An alumni meeting was held on 29th April'22 on Friday. This event was an online event. From the batch of 2016 to 2021, around 25 alumni attended this event online. Alumni who are now working overseas also attended the event on April 22. The event started with a short introduction and a speech by the principal. The main speech was filled with motivating words. Everyone in the meeting talked about their growth after college and showed their gratitude towards the faculty members and to others. They shared their experiences with each other. Many alumni work in different industries, so they also shared their work experience. Each one of them gave their feedback. One of the toppers, Riya Sharma, who won a gold and two silver medals and was also the highest scorer in Chemistry from the batch of 2020, also gave her positive feedback and shared her experience with other alumni. The alumni meeting by the ISR department was held so that alumni, students and faculty could share their feedback and experience with others.

Shreya Markandey  
BAMC 1st Year

## B.Pharm's 24th Foundation Day

IPS Academy college of Pharmacy celebrated its 24th foundation day with Annual fest 'Sanskriti' on 25th and 26th April 2022. Approximately 210 students participated in seventeen different extra-curricular activities and competitions such as Fireless Cooking, Food Stall, Rangoli, Face painting, Arts from waste, T-shirts painting, poster making, mehndi, salad decoration, Tatum making along with sports & cultural fest after breakfast.

Table tennis, volleyball, chess, badminton, carrom were enjoyed by the students. Girls cricket team and boys cricket teams also played as part of sports events. Meritorious students of previous academic sessions were appreciated and achievers of different activities were awarded with many certifications. Cultural event included dance, singing, drama, poetry and other activities. The programme was concluded with the address of principal Dr. D. K. Jain.

Akash Yadav  
BAMC 1st Year

## Business Plan Competition to strengthen Young Entrepreneurs

National Level Business Plan Competition 2022 was organized by the Department of Commerce, IPS Academy, Indore, to encourage young entrepreneurs. Various participants from all over India presented their business plans. The judges for the B-Plan Competition were Mr. Nilesh Trivedi, Additional Director, DCMSME, Meghalaya, India and Mr. Hardeep Singh Puri, Director, MakeIntern. First prize of Rs. 5000 was won by the team of NIT Bhopal, the second prize of Rs. 3000 and third prize of Rs. 2000 were awarded to Christ University. All the participants were felicitated by President Ar. Achal K. Choudhary, IPS Academy. The welcome address of the judges and the Chief Guest was given by Dr. Prem-lata Gupta, Principal, IPS Academy, Indore. Dr. Vaishali Sharma, Head of the Department of Commerce gave a review of the competition and inspired the contestants for their future journey. The judges were introduced by Dr. Yogita Chandel, Mr. Kshitij Khare and Dr. Aditi Khandelwal. Dr. Kailash Patel conducted the competition. A vote of Thanks was given by Dr. Meenakshi Gaikwad.



Sakshi Rathore  
BAMC 1st Year

## Statue Adoption and Monthly Cleaning Activity By NCC Cadets

Statue adoption and monthly cleaning activity were initiated by 1 MP Girls Battalion NCC and IPS Academy. The statue of Bharat Ratna Mahamana Pandit Madan Mohan Malviya was chosen for cleaning. Pandit Madan Mohan was an India scholar, educational reformer and politician notable for his role in the Indian independence movement. CHM Vijay Kumar was present there at the spot for motivating and guiding cadets. NCC Cadets participated very enthusiastically and cleaned the area properly.



Hardik Saxena  
BAMC 1st Year

## National Tourism Day celebrated at SOTT



On the occasion of National Tourism day, which was celebrated on 25th January 2022 at SOTT- School of Travel and Tourism department, Chief guest Mr. Moinak Nandi, Training Manager of Sayaji Hotel, Indore, visited the campus. The chief guest highlighted the prospect of the Hospitality Industry, Grooming standards, Soft skills, Dressing Sense. A detailed history of the brand Sayaji, its inception and mission and vision.

Cultural programmes were performed by the students to show the significance and essence of National Tourism day was also highlighted. The main focus of celebrating India National Tourism Day is to educate people about the benefits of traveling and the importance of tourism. India is a tourist's paradise and this trade plays an important role in the economy of the country. Most people are unaware of the fact that India dedicates a day to tourism. However, it should come as no surprise because India is a treasure trove of exquisite mountains, forests, and sea beaches. Every year, 25th January is celebrated as the India National Tourism Day, an incredible way to spread awareness about the importance of traveling & protecting nature.

Siddhi Siyar  
BAMC 1st Year





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- ICICI BANK: 202
- TCS: 78
- CAPGEMINI: 84
- HEXAWARE: 76
- WIPRO: 96
- ICICI SECURITIES: 65

## No. OF COMPANIES FROM VARIOUS SECTORS

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- 14 Pharma Brands
- 59 Core
- 115 IT/ITeS
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- 132 Blue Chip
- 13 Bank
- 59 Service Industry
- 32 NBFC
- 15 Consulting

Students From Across India Studying @ IPSA Getting Placed

Kartikay Singh  
Delhi

Shapoorji Paloonji

ASHISH SRIVASTAVA  
Mankapur, Uttar Pradesh  
Newgen Software Technologies Ltd.

KUSHAGRA MEHTA  
Pratapgarh, Rajasthan  
Capgemini

SOURABH KODEESWARAN  
Bhopal, Madhya Pradesh  
Maruti Suzuki

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ASHIF ALI  
Jehanabad, Bihar  
Reliance Industries Ltd.

PRACHAL JHANWAR  
Bhilwara, Rajasthan  
Bajaj Finance

SHIVANI VIVAREKAR  
Jodhpur, Rajasthan  
Accenture

MUKUL MEHLAWAT  
New Delhi  
Tata Power

Students From Across India Studying @ IPSA Getting Placed

SHUBHAM ROHILLA  
Rewari, Haryana  
Torrent Gas

ABHIJEET PATEL  
Ujjain, Madhya Pradesh  
Indian Oil Corporation Ltd.(IOCL)

PANKAJ KUMAR PANDEY  
Koriya, Chhattisgarh  
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# Effect of Covid-19 on the Media Industry

COVID – 19 has changed the World we live in, it has hit us like a thunderstorm. All the industries were affected by this deadly virus, whether it was IT, customer service, manufacturing or others. No one was spared.

Mass communication was also such an industry that didn't remain untouched by COVID. It brought lot of challenges to this industry such as:

1. News anchors were reporting news from their homes with the help of the devices available to them.
2. Cinemas were shutdown.
3. Movies production stopped which affected the employment of the crew.
4. Journalists had to go out to report in the midst of this pandemic.

But even in this hard time, mass communication played a vital role in connecting everyone together and keeping us all updated with the latest news or trends. Means such as newspaper, news channels, radio, social media and many more took responsibility to share information and keep us entertained. As this pandemic has taken toll on the world, there was a major shift in the workforce.

Work from home was introduced in almost all sectors of the industry. But it was a bit of challenge for mass communication as it is a wide industry. During the pandemic, media suffered major losses. For E.g. Due to lack of advertisement and sponsors print media suffered in

their revenues. Many employees were stripped off from their jobs. As lockdown was eased and people's life was getting back on the track, companies and market resumed their businesses. Since mass communication is a vast industry, it has to cope up with many challenges to get back on the track. Although after facing such grave situation, mass communication has played a wide role in gathering information and presenting them to the general audience.

It is fast paced growing industry. It has many job opportunities and job roles. This industry requires a lot of personnel for its various fields. Even though COVID did affect the industry, mass communication didn't shut down completely. There were various streams of this industry which were operational such as print media and electronic media. Another boom we saw in this industry during the lockdown period was mushrooming of the contents on different OTT(over the top) platforms. Due to COVID norms and isolation, people have increased at home digital consumption, thus creating a demand for OTT platform and streaming services.

Mass communication acts as the bridge between information and society. This pandemic had taught us the importance of being creative and that imagination stories and ideas can never be hindered even if they are hit by a pandemic. Media came out even more stronger means of communication.



Abhishek Dominic  
Mass Communication  
Faculty

## SAVE A STREET LIFE

Are you willing to bring a pet dog in your home? Which one? A smart husky or a cute Shih-tzu?

Well, I believe that adopting a street or rescued dog is far more attractive than purchasing one. Of course, husky, labrador, Shih-tzu all are adorable and but there's a terrible dark side of this industry which has always pushed my mind to adopt a needy stray instead of purchasing one. I don't know from where to start, Let me tell you, the dogs that are sold in pet stores are not born naturally, they are born from abused, caged mothers living their whole life in small cages in unbearable conditions forced to breed over and over until their bodies shut completely down due to exhaustion. They are then killed and discarded of like any other piece of garbage, only to be replaced by yet another unlucky rape victim. There are rapes or breeding stands because of which dogs are being raped by the breeders.

Here are some reasons why you should adopt a street dog other animal instead of purchasing :

1) FIRST AND MOST MAJOR REASON FOR ADOPTING A STREET OR RESCUED

ANIMALS IS YOU ARE SAVING A LIFE :-

You might be getting a pet dog for your own happiness , but for a stray dog, you become their whole world by giving them a healthy space to live in.

2) DOGS ARE NOT ABOUT STATUS :-

People often do not shelter stray dogs because the way they look might bring disgrace to them. A good person, no matter how he may look, is always a good person , This can also be applied to animals .

3) THEY ARE HEALTHIER THEN OTHER BRED DOGS :-

Stray dogs are very often mixed within breeds and aren't pure-bred. They have a lower risk of obtaining purebred genetics that lead to inherited diseases, they are healthier than other dogs. Indian Street dogs spend their entire life on the busy roads of India, Rash driving of humans, starvation, becomes the reason of their death.

Remember, BUYING A BREED DOG IS TOTALLY EQUAL TO SUPPORTING ANIMAL

**ADOPT.  
DON'T SHOP.**



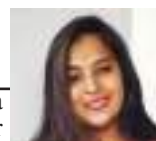
Dhruv Vyas  
BAMC 1st year

## समय लेते आना

कुछ बातें करनी है तुमसे,  
एक शाम फुर्सत से आना,  
मैं अपने खयाल लाऊंगी,  
तुम समय लेते आना।  
हो सके तो फिर न जाने के लिए  
आना,  
हो सके तो फिर हर शब्द साथ  
बिताने के लिए आना।  
सुना है, कुछ उदास सा है दिल

आपका, आ रहे हो तो, दिल  
लगाने के लिए आना, बहोत रोयी  
है आँखें आपको,  
अब मुस्कुराने के लिए आना।  
यूँ किसलिए फिरते हो मुसाफिरों  
की तरह तुम, अब की बार, रह  
जाने के लिए आना,  
अब की बार, थम जाने के लिए  
आना।

बहोत कुछ है कहना तुमसे,  
बहोत कुछ बताना है,  
तुम आ रहे तो अगर एक शाम  
फुर्सत से आना,  
मैं बातें ले आऊंगी अपनी,  
तुम समय लेते आना।



Nikita Sharma  
BAMC 1st year

## Poems

### ज़िन्दगी

रखना है खुदको भी खुश,  
रखना है सभी को भी खुश ,  
करना है खुदके भी सारे काम ,  
करना है सभी के भी सारे काम,  
मनाना खुदको भी है जब कोई मनाने वाला  
ना हो,  
मनाना उन्हे भी है जो नाराज है मुझसे,  
सिखना मुझे भी है जो मुझे अच्छ लगता है,  
सिखाना उन्हे भी है जिन्हे कुछ नहीं आता है,  
ओर फिर ऐसेहि रखते , करते, मनाते  
,सिखते , सिखाते गुजर जाती है ज़िन्दगी  
मेरी,  
गुजर जाती है ज़िन्दगी मेरी ||

Sanjali Jain  
BAMC 1st year



### तन्हा लमहों में...

तन्हा लमहों में मैंने,  
सिर्फ तुझको ही पाया है,  
ना रूह, तू ना ही मेरा कोई साया है,  
आशाओं से लिपटी,  
कैसी यह तू काया है,  
जब तड़पी में दर्द से,  
आंसू तेरा भी तो आया है,  
तू देव है या दूत है,  
तू किस जन्नत से आया है,  
तेरे ही आंचल मे मैंने,  
अपना सारा जग बसाया है।

Shivangi Gupta  
BAMC 1st year







## MEMORABLE SNAPSHOTS

*Photography is the art of seizing moments, places, and people. In today's world, with the help of a lot of technologies, the art of capturing gets easier day by day, but the quality of skill is diminishing as it gets more comfortable to capture. Why not try something different? Initially, you may not get good pictures, but as time goes by, you'll evolve yourself. I'm not talking about professional photography. Photography can be a great hobby too. Most of us have hobbies like painting, dancing, singing, reading etc. Why not try something unique?*

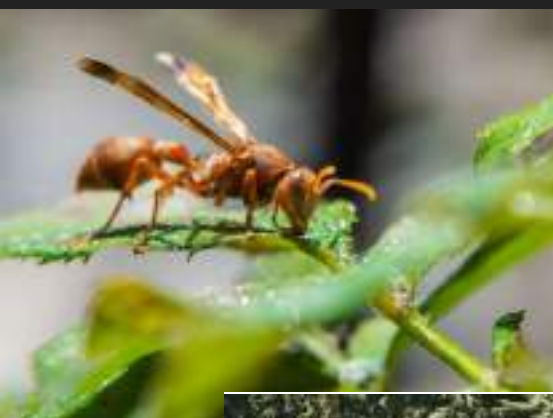
*Neither the device matters, nor the person you're clicking for matters. But it's the person behind the camera that matters the most. Photography needs imagination, creativity & some skills. It also involves science. Lights are what a photograph is made of and don't we learn about lights in physics?*

*Visit new places.*

*And, remember that you can revisit a place  
but you can never revisit a moment.*



Sarthak Choudhary  
BAMC 3rd Year



*Photos By Sarthak Choudhary*





***Gyan Vistar program at IPS Academy by NSS/IPPSR department to teach the underprivileged children***



***Farewell for 2022 batch conducted at Mass Communication Dept. IPS Academy***



***Award Ceremony hosted by School Of Architecture for National Level Architectural Design Competition for the Scientist's Memorial organized by #MPCST Bhopal***



***National School of Drama (NSD), New Delhi along with School Of Performing Arts, IPSA organized a 30 days production oriented Acting and Theatre Workshop from 1st-30th July 2022.***



***A Session is Organised by IPSA, IBMR, on the topic 'Salient Features of National Educational Policy - 2020'. The session was conducted by Dr. Karunesh Saxena, Vice- Chancellor, Sangam University, Bhilwara, Rajasthan.***



***Architecture Dept., IPSA, hosted a 2- day event Under the Ministry of Housing and Urban affairs MoHUA to help students learn about the innovative construction technologies.***



***Farewell conducted for M.Sc. Students of Batch 2020-22***



***Annual Exhibition of Paintings and Sculptures by the students of School of Fine Arts, IPSA. Inaugurated by Honorable Justice Abhay M.Naik(Retd) Judge, M.P. Highcourt, Former Chairman M.P. Arbitration Tribunal.***





*Ms. Anugya Handoo, Asst. Director MSME-DI Indore addressed the students of IFT about the schemes of MSME on 4 July 2022.*



*Students Exchange Program at Engineering Dept. Students from Manipur and Nagaland under the scheme Ek Bharat Shrestha Bharat (EBSB) visited IPSA*



*Inauguration of "Wellness Centre, IPSA". All employees and student fraternity would be benefitted at individual level by Dr. Tapati Roy Yadav, Developmental Therapist and Wellness Counselor.*



*School of Travel and Tourism organized an Industrial Tour for 7 days for the students which covered Chandigarh, Ambala Cantt, Dalhousie, Khajjiar, Chamba, Dharamshala-Macleodganj, Amritsar- Wagha/Attari Border.*



*Self Grooming & Makeup Workshop by Ms. Unnati Singh at Institute of Fashion Technology (IFT). IPSA*



*Audition for talent performers of the Academy for IPSA Radio 91.2FM*



*The department of NSS/IPSSR conducts nukkad natak on several topics to raise awareness in society at Sanwer local market.*



*Birthday of Mrs. Kumudini Choudhary Ma'am, Secretary & Treasurer of IPSA, celebrated on 23rd March 2022*