



ONE MORE FEATHER IN THE CAP OF IPS ACADEMY

A dream becomes a goal when action is taken towards its achievement and here IPS Academy President Ar. Achal Choudhary and Vice President Mr. Yogendra Jain received The Eminence award for the Best Educational Institute of Central India from Railway Minister Shri Ashwini Vaishnaw. With this achievement Academy has earned yet another recognition in the field of education.



IPSA Student Himanshu Offered INR 4 Crore Tesla Job in Germany

Himanshu Singh, a Mechanical Engineering student at IPS Academy, has achieved significant success. He has been offered a job by the renowned company Tesla with a package of INR 4 crores per year. He will be heading to Germany for a job at the company. In Germany, Himanshu Singh will also undergo a 2-year internship sponsored by Tesla, with the company covering expenses amounting to INR 1.5 crores per year for this internship.

During the internship in Germany, Himanshu Singh will work in Tesla's Electric Vehicle segment. Sharing this information, Dr. Archana Keerti Chaudhary, the Principal, Institute of Engineering and Science, IPS Academy, Indore expressed her pride not only for the college but also for the city, as landing a job at a world-renowned company like Tesla with such a lucrative package.



She also highlighted that Mechanical Engineering offers ample opportunities, and many large companies are offering attractive job packages to Mechanical Engineering students. Himanshu Singh's success has received best wishes from the college's President Ar. Achal Choudhary, Vice Chairman Shri Yogendra Jain, Shri Rajesh Chaudhary, and others faculty members, for a bright future ahead.

IPS Academy Organized the Science Quiz

On February 28th, 2023, a competition was held for the 6th consecutive year in commemoration of National Science Day and "Swaraj Kaa Amrit Mahatsav." The competition revolved around the theme "Global Science for Global Wellbeing," with Dr. Sultana Rajiya gracefully anchoring the event. Guided by the expertise of Dr. Vijay K. Sahani, the competition unfolded under the watchful supervision, and its evaluation was skillfully undertaken by Dr. Guru Datt Verma. The distinguished presence of Dr. Mukesh Jewariya and Shri Arvind Nayak added honor as they graced the occasion as the chief guest and guest of honor, respectively. Dr. Premalata Gupta the esteemed Principal, of IPS Academy, adorned the event with her insightful speech, delving into the accomplishments of Science in India and the lasting legacy of the revered Dr. A.P.J. Abdul Kalam. Beyond the enlightening speeches, the vibrant participation of students animated the event with engaging quiz games. The pinnacle of the event was the presentation of a commendable prize amounting Rs. 21,000—to the victorious participants, encapsulating their triumph and dedication.

By Dhruv Vyas *BAMC 4th Sem*
and
Vanshika Dubey *BAMC 2nd Sem*

प्लाज्मा रिसर्च के लिए आई. पी. एस एकेडमी का चयन



इन्दौर: भारत सरकार ने इन्दौर स्थित आई.पी.एस एकेडमी को प्लाज्मा रिसर्च के लिए चुना है। भारत सरकार के साइंस एंड इंजीनियरिंग रिसर्च बोर्ड, साइंस एंड टेक्नोलॉजी विभाग ने प्लाज्मा रिसर्च के लिए चालीस लाख रुपये रिसर्च फंड दिया है। प्लाज्मा रिसर्च का उपयोग सेमिकंडक्टर चिप के निर्माण में किया जाएगा। इस चिप का उपयोग मोबाइल, कंप्यूटर, और अन्य इलेक्ट्रॉनिक उपकरणों में होगा। इससे भारत आत्मनिर्भर होगा। अब तक इस तरह की चिप ताईवान से मंगायी जाती है।

भारत में इलेक्ट्रॉनिक चिप बनने से उपकरणों की कीमत कम होगी। स्कूल, कॉलेज के बच्चों

में विज्ञान एवं रिसर्च को बढ़ावा देने के लिए हाल ही में सभी बच्चों ने आई.पी.एस एकेडमी स्थित इंस्टीट्यूट ऑफ साइंस एवं रिसर्च में विजिट की और चिप के बारे में जानकारी हासिल की। इंस्टीट्यूट के डायरेक्टर डॉ. निशांत सिरसे ने बच्चों को विज्ञान में अब तक हुई खोज की जानकारी दी। साथ ही प्लाज्मा की व्यापकता पर प्रकाश डाला। प्लाज्मा का ऐनर्जी और सॉफ्ट इंजिन में उपयोगिता पर भी जानकारी दी। बच्चों ने बहुत ध्यान से नई खोज की जानकारी और प्रेरणा ली।

आई.पी.एस ग्रुप ऑफ इंस्टीट्यूट के चेयरमैन आर्किटेक्ट अचल चौधरी सर ने आई.पी.एस में

रिसर्च वर्क पर बल दिया है, उसी के परिणाम स्वरूप अब इस तरह के प्रोजेक्ट शुरू हुए हैं।



IPS Academy received an award from ASSOCHAM

16th International Education Leadership Skill Development Summit 2023



IPS Academy has received an award at the ASSOCHAM EduTech 100 summit for the Eco-Friendly Sustainable Campus of the year. The award was conferred to us at Hotel Shangri-La, New Delhi on 26th of May, 2023. Ar. Naman Shrotiya from SOA received the award on behalf of IPS Academy. He said "We are now more motivated towards creating a better, more sustainable future for the generations to come".

'RUPAK' The Art Exhibition held at SOFA

By: Anusika Pandey *BAMC 4th Sem*
and
Vaidehi Mishra *BAMC 2nd Sem*

The Fine Arts department organized an art exhibition to showcase the talent and artistic vision of the students.

On February 28th, 2023, the School of Fine Arts (SOFA) hosted an art exhibition as part of their annual fest known as "RUPAK." The exhibition commenced with a Ganesh Pooja, followed by the lighting of candles and the presentation of bouquets to the esteemed chief guests, including Meera Gupta, a renowned senior artist from Madhya Pradesh, and Jagdish Chhabadiya, an art collector. The event took place from 10 AM to 4 PM, and students adorned themselves in traditional Indian attire, with girls elegantly dressed in sarees and suits, and boys in kurta pajamas.

The exhibition featured a diverse array of student artworks from the first to fourth year, encompassing various forms of art such as pictorial creations, color combinations, clay sculptures, Madhubani paintings, and Indian art forms. The first painting depicted Ganesh Visarjan, illustrating Lord Ganesha's half-submerged body in water. Subsequent paintings of Lord Ganesha portrayed different incidents from Ganesh



Chaturthi celebrations.

First-year students crafted clay sculptures based on the theme "ONE SUBJECT DIFFERENT SIZE." The exhibition also included a soft board displaying random sketches created by students. One remarkable artwork by Sudhanshi captured attention, representing the season of "Vasant" through a creative blend of Holi festival colors and mustard flowers, with Goddess Saraswati gracefully swinging on a swing.

Suraj Mahajan presented one of the most unique artworks, blending Surrealism Art with elements of Indian mythology and spirituality. He also showcased his talent in Caricature, an art movement, on a separate soft board. The event concluded with moments of appreciation and motivation for the students.



Handmade Products Exhibition by Especially Aabled People at IPSA

By: Anusika Pandey
BAMC 4th Sem



On the 16th and 17th of March 2023, a two-day exhibition was held at IPS Academy, featuring the creative contributions of specially-abled people. The exhibition was led by Mrs. Angira Agarkar, wherein they showcased their talents and dedication through an array of handmade products, including wall hangings, clay paintings, and small diaries with pen made from cardboard, pouches, necklaces, and numerous other items.

The process of crafting these products typically spanned around 10 to 15 days. The exhibition was thoughtfully organized by the NSS department/community of IPS



Academy, with the showcased products also being available for purchase. Numerous students from various departments enthusiastically volunteered for the exhibition, facilitating engaging interactions

Musafir Hu Yaaro



On the occasion of National Tourism Day, the Department of Travel and Tourism organized an annual fest at IPS Academy, Indore. The event spanned three days, with the first day dedicated to food stalls where students prepared dishes from different regions of India, such as idli from the South, bhatura from Punjab, and puranpuli from Maharashtra.



The second day featured sports activities, encompassing various games like cricket, gilli danda, and more. On the third day, a cultural celebration unfolded, hosting diverse competitions including essay writing and poster making. Aashi Shrivasth won the first prize for poster making, centered around the Swachh Bharat theme. In the essay writing category, Nikita Sharma secured the first prize, while Charul won the second prize, and Ajeet Tiwari received the participation prize. The event concluded with a gratitude-filled speech by the Head of the Department, Mr. H.R. Patidar.

By: Ayushi
Tiwari
BAMC 4th Sem



ATM Installed in IPS Academy

Every year, a significant number of students choose IPS Academy for their education, resulting in a substantial influx of new admissions from various regions across Madhya Pradesh and even from other parts of Central India. The institution's popularity can be attributed to its exceptional education quality and promising placement opportunities. This is especially crucial for those dedicated students who travel a considerable distance to study at IPS Academy.

While most students opt for online payment methods for submission fees, it's important to note that there's also the option of paying in cash for various fees, such as examination form fees, admission fees, and new semester fees. Occasionally, students residing in the campus hostels may not have easy access to online payment methods. This situation is further compounded when there's a shortage of cash or an urgent need arises.

By: Shriya Pandey
BAMC 4th Sem



Republic Day Celebration 2023



Khelo India Games



A seminar was held on NEW EDUCATION POLICY



Kite Festival was organised on the occasion of Makar Sankranti



On the occasion of 29th Foundation Day RUN FOR UNITY was organised.



Graduation Day Ceremony (IES)



Visit of Students to Paired States

छात्रों ने किया दैनिक भास्कर प्रिंटिंग प्रेस का अवलोकन



आई.पी.एस एकेडमी इंस्टीट्यूट ऑफ मास कम्युनिकेशन के छात्रों ने इंदौर में सांवेर रोड स्थित दैनिक भास्कर प्रिंटिंग प्रेस का विजिट किया। जहां उन्हें अखबार प्रिंटिंग की जानकारी प्राप्त हुई साथ ही किस किस तरह की मशीनों का प्रयोग होता है इसकी भी जानकारी हासिल की। प्रिंटिंग प्रेस के संचालक अलकेश श्रीवास्तव ने छात्रों को मशीन एवं प्रिंटिंग के दौरान प्रिंट होने वाले पेपर की जानकारी दी, उन्होंने बताया कि जिस मशीन से प्रिंटिंग की जाती है उसे जापान से लाया गया है और इस मशीन से प्रतिदिन साढ़े, तीन लाख और एक घंटे में 85 हजार पेपर प्रिंट होते हैं

इन सबके बीच उन्होंने बताया कि जिस पेपर का उपयोग अखबार की प्रिंटिंग के लिए किया जाता है उसे रूस एवं कोरिया से मंगाया जाता है। प्रिंटिंग प्रेस संचालक ने भारतीय मशीनों की भी जानकारी छात्रों को दी तथा पहले के समय में जिन मशीनों का उपयोग अखबार प्रिंटिंग के लिए किया जाता था उसकी भी जानकारी प्राप्त हुई। छात्रों को प्रिंटिंग प्रेस विजिट विभाग के प्राध्यापक अभिषेक डॉमनिक सर के संरक्षण में कराया गया।

By: Dev Pratap
Singh Bisen
BAMC 4th Sem



आई पी एस एकेडमी में हुआ रक्तदान शिविर का आयोजन

By: Kuldeep
Solanki
BAMC 4th Sem



विश्व थेलेसिमिया दिवस पर आई.पी.एस एकेडमी में राष्ट्रीय सेवा योजना विभाग द्वारा अरबिंदो अस्पताल के सहयोग से रक्तदान शिविर का आयोजन किया गया। इस अवसर पर शिविर में छात्र शिक्षक तथा कर्मचारियों सहित 70 से अधिक लोगों ने रक्तदान किया तथा थेलेसिमिया से पीड़ित बच्चों की मदद करने की शपथ ली। विद्यार्थियों ने भी उक्त शिविर में बढ़ चढ़ कर हिस्सा लिया और सतत रक्तदान का संकल्प लिया। शिविर संचालन राष्ट्रीय सेवा योजना के अजय साहू सहित सभी स्वयंसेवकों ने किया। अरबिंदो की पूरी ब्लड बैंक की डॉ

वृषाली और प्रवीण भाटी सहित समस्त सदस्यों द्वारा सभी रक्तदाताओं को विशेष जानकारी भी प्रदान की गयी। रक्तदान शिविर के माध्यम से समाज सहित विद्यार्थियों को इस बीमारी से अवगत कराया गया। विभाग प्रमुख नेहा शर्मा ने बताया कि थेलेसिमिया एक अत्यंत भयावह बीमारी है जो जैनेटिक होती है। जिसकी जानकारी प्रत्येक व्यक्ति को होना चाहिए। अतः यह आवश्यक है कि विवाह से पहले महिला एवं पुरुष दोनों अपनी जाँच करा ले क्योंकि थेलेसिमिया एक ऐसी बीमारी है जिसमें बच्चों को हर 10 से 15 दिनों में रक्त की आवश्यकता होती है।



शिव की नगरी कहलाने वाली शिवपुरी

‘शिवपुरी’ मध्य प्रदेश के 52 जिलों में से एक है। शिवपुरी जिला अपने आप में एक ऐतिहासिक महत्व रखता है। शिवपुरी जिले में नरवर का किला सिंह के पूर्व में है, जो शिवपुरी से करीब 42 किलोमीटर की दूरी पर है। नरवर का किला मध्ययुगीन समय का है। शिवपुरी का क्षेत्रफल 157.8 वर्ग किलोमीटर है। शिवपुरी जिले में 614 पंचायतों के अंदर आने वाले 1326 गांव बसे हुए हैं। मध्य प्रदेश का प्राचीन शहर और एक पवित्र स्थान शिवपुरी को पहले सिपरी नाम से जाना जाता था। शिव की नगरी शिवपुरी इसको शिव अर्थात् शिवशंभु महादेव के नाम से जाना जाता है। अतः पौराणिक कथा के अनुसार इस शहर का नाम भगवान शिव के नाम पर रखा है। 1804 तक यह शहर कच्छवाह राजपूतों के स्वर्ग के रूप में जाना जाता था। उसके बाद यहां सिंधिया राजवंश द्वारा शासन किया गया। शिवपुरी अर्थात् नाम से ही स्पष्ट हो रहा है कि देवों के

देव महादेव की नगरी यहां पर विभिन्न धार्मिक स्थल जैसे अष्टभुज मंदिर जो महादेव का प्राचीन मंदिर है वह भी स्थित है।

काली माता का मंदिर और राजेश्वरी मी, राम जानकी मंदिर तथा बांकड़े सरकार जो हनुमान जी का धार्मिक मंदिर है जहां मंगलवार और शनिवार के दिन भक्तजनों का तांता लगा रहता है कई भक्त जन अपनी अपनी मनोकामना लेकर बांकड़े, बाबा के दरबार में माथा टेकने आते हैं। अर्थात् धार्मिक मामलों में भी शिवपुरी पीछे नहीं है, यहां महादेव का दो मंजिला शिवलिंग भी देखने को मिलता है। यहां पर विभिन्न घूमने के स्थान हैं। यहां विदेशों से लोग आते हैं और सभी यहां के स्थानों का भ्रमण करते हैं, जैसे छत्री, भदैया कुंड, सुरवाया की गढ़ी और पवा आदि विभिन्न आकर्षित स्थल हैं।



By: Anjali
Raguhuwanshi
MAMC 2nd Sem



Emotional and Grand Farewell Program of Institute of Mass Communication



A grand farewell was bid to the outgoing batch of 2020-23 from The Institute of Mass Communication (IMC). The farewell program, held on May 19th, proved to be a memorable event brimming with joy, nostalgia, and celebration. The program commenced with Sakshi Rathore and Perna Gaur skillfully hosting, engaging the audience throughout the event. They warmly welcomed the graduating batch with roses, symbolizing love and appreciation for their journey and accomplishments.

The program opened with thought-provoking documentary films screened, creations of talented students from both the Bachelor of Arts in Mass Communication (BAMC) and Master of Arts in Mass Communication (MAMC) programs. These documentaries showcased remarkable talent and creative prowess, especially highlighting the students' participation in the Ujjain Short Film Festival.

Adding levity to the occasion, the program featured engaging activities. The audience actively participated in games like "Flip the Bottle" and an enchanting fashion show, elegantly displaying the outgoing batch's confidence and charm. The program proceeded with captivating dance performances. First-year students presented multiple dance routines, captivating the audience with their energy and coordination. Second-year students also graced the stage, exhibiting their polished dance skills and creativity.

A spirited debate on the topic of "Live-In Relationships" provided a platform for students to share their viewpoints and engage in insightful discourse. This debate fostered critical thinking and encouraged an atmosphere of open-mindedness and tolerance among attendees. In recognition of their achievements, gifts were presented to the graduating students who excelled in the games and activities during the farewell program, injecting an element of excitement and healthy competition.



A high tea session provided a welcomed interlude, allowing attendees to socialize and reminisce about their shared experiences. The delightful refreshments and friendly conversations contributed to a warm and relaxed atmosphere.

The evening's highlight was the crowning of "Miss Farewell" and "Mr. Farewell." Tuba Sheikh earned the title of "Miss Farewell" for her charisma, grace, and contributions to the department. Dhairya Dubey was honored as "Mr. Farewell" for his exceptional leadership qualities and dedication.

The program culminated on a high note with a group dance performance, uniting everyone on the dance floor. The infectious energy and jubilant ambiance exemplified the strong bonds and camaraderie among students, faculty, and staff.

Overall, the farewell program for the 2020-23 batch of Institute of Mass Communication students at IPS Academy was a resounding success. It celebrated their accomplishments, bid them a fond farewell, and created enduring memories to be cherished by all. The event showcased the immense talent and potential of the students, leaving an indelible mark on the hearts of all who were present.



By Dhruv Vyas
BAMC 4th Sem



Photo Feature Mass Communication



Virtual Education 'The Future of the World'



The global Covid-19 pandemic prompted a widespread lockdown, leading to a transition of various tasks into the virtual realm, including remote work and online education for children. Throughout the pandemic, every student encountered Virtual Education; while some reaped its benefits, others faced challenges in obtaining advantages from it.

Inherent in any change are both benefits and losses. This shift in educational methodology follows the same pattern. On one hand, it offers advantages to those with access to necessary facilities, yet on the other hand, it presents a disadvantage for those unable to afford these fundamental amenities.

Individuals from higher and middle socioeconomic classes, primarily residing in urban areas, have access to electricity, internet connectivity, and electronic devices. Conversely, individuals from lower socioeconomic backgrounds or rural regions often lack electricity access and struggle to afford electronic devices. Moreover, internet availability in these areas is limited.

While virtual education provides youth with a personalized, eco-friendly, and flexible platform to enrich their knowledge, it remains inaccessible to everyone in need. Furthermore, many individuals favor offline classes over online ones for several reasons:

- Offline classes provide more physical activity than online classes.
- Prolonged screen time during virtual classes can adversely affect children's eyesight.
- In-person interactions between students and teachers offer greater clarity, ease in clearing doubts, and enhanced understanding, as compared to virtual interactions.
- Virtual education may create a barrier between a child and their parents, potentially distancing them due to excessive work and class immersion.

•Socioeconomic constraints prevent many individuals, especially those from remote areas, from accessing necessary devices, electricity, and internet.

•Moreover, excessive screen time and online engagement can adversely impact children's mental health, leading to smartphone addiction.

The virtual method of education could indeed become an integral part of future generations' lives, provided it is made accessible and utilized effectively by every individual. Governments and higher authorities must undertake necessary measures to establish a successful, adaptable, and affordable education system that caters to the needs of every individual.



By: Vaidehi Mishra
BAMC 2nd Sem



Women Holding the Key Positions in Media

In India, women journalists are displaying unwavering determination and courage. Despite facing numerous challenges in this field, they continue to persevere. These challenges encompass the delicate balance between work and personal life, where women must manage both their households and their field responsibilities. However, the situation has become more favorable and convenient for women due to various supportive Acts that have been introduced in favor of journalists. These Acts address aspects such as holidays, maternity leave, and working hours. Overall, the working hours for female workers have reduced across all fields, and late-night shifts are now prohibited.



Sucheta Dalal



Barkha Dutt

India boasts several remarkable women journalists who have made noteworthy contributions:

Journalist Sucheta Dalal is recognized for her pivotal role in exposing the 1992 Scam. Her incredible work earned her the prestigious Padma Shri award in 2006. The 1992 scam was a stock manipulation scandal at the Bombay Stock Exchange orchestrated by Mr. Harshad Mehta. This was India's largest financial scam, amounting to approximately 5000 Crore INR. Sucheta Dalal's courageous efforts led to the exposure of Mr. Mehta's wrongdoings and his subsequent arrest. Numerous other female journalists have also made significant contributions.

Barkha Dutt, an Indian journalist, author, and news presenter, gained national recognition in 1999 for her coverage of the Kargil war between India and Pakistan. Associated with The Hindustan Times, she was honored with the Padma Shri award. Her Sunday Talk Show received numerous accolades, including the Indian Television Academy Award for the Best Talk Show five years in a row.

Nidhi Razdan worked at NDTV from 1999 to June 2020, amassing a twenty-one-year career. As an executive editor, she extensively covered political, economic, and social stories from the Indian subcontinent. She reported on Indian politics, foreign affairs, the India-US nuclear deal, general elections, state elections, major news developments, and the Jammu and Kashmir situation. Razdan received

prestigious awards, including the Ramnath Goenka Award for Excellence in Journalism and the Teachers Achievement Award for Communication.

Gauri Lankesh, an Indian journalist and social activist from Bangalore, Karnataka, vehemently opposed right-wing Hindutva politics. Despite facing pressure from various quarters, she advocated for equal rights for marginalized groups and criticized the caste system and the treatment of women within the Hindu religion. Tragically, Gauri Lankesh was fatally shot near her home by three assailants.

Apart from these renowned female journalists, there are numerous others who have achieved remarkable success in their careers. In contemporary times, these women serve as inspirational figures, particularly those who have left a significant impact on youth and women, encouraging them to work as journalists with determination, courage, and the ability to expose major events or scams through effective communication in interviews, presentations, conferences, and other forums.



Nidhi Razdan



Lt. Gauri Lankesh

Journalism offers women a viable career choice, providing a platform to express their thoughts and viewpoints to society. Whether as editors, story writers, or field journalists, women can easily find suitable roles that resonate with their aspirations.

At last I would like to conclude my article by giving huge respect to these wonderful women who fought against the wrong and disclosed the truth in front of the society. Through their example, women journalists have gained the confidence to uphold the truth and make a lasting impact.

By: Tuba Shaikh
BAMC 6th Sem



Trend: Women Love for Oversized T-Shirts

In the present day, when the topics of comfort and fashion trends arise, oversized t-shirts hold a special place in the hearts of us women. Are you also a fan of oversized t-shirts but find yourself uncertain about how to pull off the look? Allow me to guide you through the realm of versatile and stylish oversized t-shirts. In this article, you'll discover various ways to style these roomy garments and gain insights into why adding more oversized t-shirts to your collection is a great idea. Now, let's delve into the question: Why do women have a fondness for oversized t-shirts? The answer is simple—comfort. Women seek a sense of ease and relaxation in their clothing choices. The oversized t-shirt trend has gained popularity because of its comfort and the ability to flaunt it in diverse styles. Notably, many celebrities embrace oversized t-shirts as street-style ensembles, garnering attention for their effortlessly cool appearance. For numerous women, the fear of body shaming and the judgment of others regarding their physique often lingers. Thus, they opt for oversized t-shirts as a way to feel more at ease and confident.



However, it's essential to emphasize that others' opinions about your body hold no significance. Striving to blend in with a crowd of slender individuals is unnecessary. Instead, prioritize your own happiness and well-being.

By: Sakshi-Malviy

MAMC 2nd Sem



काव्य रचना

मस्तक पर चंद्रमा विराजे, जो दे मन में शांति का
प्रतीक देवों के देव है, अपने शिव जो पूजे जाते है
जगत में सर्वाधिक

जय श्री महाकाल

महाकाल के आंगन में, शिवा की कलकल बारा है
महाकवि कालिदास ने, स्वयं सिद्ध इसे संहरा है
सांघीपनि के आश्रम में, शिवा पाई स्वयं गोपाल ने
प्रेरणा पाकर नीव रखी विक्रम की, स्वयं राजा श्री धर्मपाल ने
विक्रम की गौरव गाथा ये, हर युग में हर पीढ़ी सुनाएगी
सुज्ज्वल भविष्य की आभासिली है, जो फर्श से अर्ध तक पहुंचाएगी

By: Nikita Sharma
BAMC 4th Sem



Scope of Artificial Intelligence

Artificial Intelligence (AI) stands as one of the most rapidly advancing fields in technology, bringing about swift transformations in our lifestyle, work dynamics, and interactions with the world. As AI technology continues to evolve and extend its reach, it presents a realm of fresh and captivating possibilities for both enterprises and individuals. Recent years have witnessed remarkable strides in AI, particularly in realms like natural language processing (NLP), computer vision, and machine learning. These advancements have paved the way for innovative AI applications that are reshaping diverse sectors including healthcare, finance, retail, and transportation. For instance, AI algorithms are being harnessed to scrutinize medical imagery, identify fraud within financial transactions, and craft personalized shopping journeys.

A major asset of AI lies in its capacity to automate and optimize operations, curbing human errors and elevating overall efficiency. This quality holds particular significance in industries necessitating extensive data analysis and decision-making, such as finance. Here, AI algorithms are at work deciphering market trends and facilitating investment choices. Beyond its industrial influence, AI is fundamentally altering our interaction with technology and our way of life. Virtual assistants like Siri and Alexa, both products of AI, aptly respond to voice directives and execute various tasks, enhancing convenience and connectivity in our daily routines. Correspondingly, AI-powered chatbots are revolutionizing our communication with businesses and institutions, furnishing prompt and precise answers to customer inquiries.

AI's scope is set to grow continuously due to businesses adopting it and new innovations emerging. To make the most of AI's potential, individuals and organizations must invest in AI education and stay updated on the latest developments.

In conclusion, AI's broad scope is bringing exciting opportunities for businesses and individuals. As AI advances, it will increasingly shape our world's future.



By: Aryan Sharma
BAMC 6th Sem



Are You Consuming Media or Media Consuming You?

Media stands as one of the most potent tools in the world, regardless of whether it's traditional or digital. It empowers every individual, but with power, comes responsibility. The impact of digital media is far-reaching and undeniable. In India, survey reports indicate a significant shift, with internet users growing from 3.6 million in 2012 to a staggering 800 million by the close of 2022. The pandemic, acting as a catalyst, has dramatically altered trends.

Currently, the average daily smartphone screen time in India hovers around 7 hours, with social media accounting for approximately 3 hours and 11 minutes. Ideally, a healthy screen time should not exceed 2 hours, excluding work-related activities.

Digitalization provides swift access to information, facilitates banking, online learning, job opportunities, and enhances connections with friends and family. On the flip side, it exposes the lack of emotional connection, cybercrimes, bullying, social media addiction, depression, and anxiety, contributing to the deterioration of mental health.

Many experience FOMO (fear of missing out) and self-doubt due to the portrayal of picture-perfect digital lives. This distraction

obscures the fact that everyone faces unique challenges and nobody is flawless. The key lies in your inner strength, individuality, and self-belief.

To liberate oneself from negative aspects, trust, accept, and take pride in your identity. Embrace activities like meditation, exercise, reading, learning, and exploration, rather than comparing or exploiting oneself.

Digital media offers both advantages and disadvantages. Ask yourself, are you consuming media or is media consuming you? Keep this question in mind as you embark on a journey of self-growth. Remember, "Don't crave for temporary satisfaction, crave for ultimate happiness".

By: Shivangi Gupta
BAMC 4th Sem



Mental health needs the same attention as the physical

It's 2023, and the time has come to address mental health issues and mental illness with utmost seriousness. Ignorance and lack of awareness have led to a tragic loss of about 850,000 lives in a single year. Mental health is often overlooked, especially in countries like India, where conditions such as anxiety, depression, panic disorders, and bipolar disorders are often disbelieved.

Individuals grappling with these challenges seek two essential things: understanding and assistance. Unfortunately, the absence of understanding at the initial stage hinders our ability to provide help. The lack of awareness and information, coupled with a reluctance to comprehend and adapt, exacerbates the problem. The simplest way to help someone is to be present for them and ensure they don't feel neglected. Globally, around 19.86% of adults suffer from mental illness. Educating people about this issue is of paramount importance.

Here are some common mental health issues: Anxiety: It entails feelings of fear, unease, and apprehension. Daily challenges or unexpected events can trigger anxiety. Stress is a common cause, and anxiety comes in three main types:

Generalized Anxiety Disorder (GAD), Phobia, and Panic Disorder.

Depression: This is a severe mental illness that goes beyond temporary sadness. It significantly affects daily life and is not limited to a short period. Depression can begin at any age, though it's more common in teens and young adults, especially women. Depression is a component of bipolar disorder.

Given the complexity of mental illnesses, this article cannot cover all types comprehensively. However, conducting thorough research is vital to gain knowledge and understanding, enabling you to assist those struggling with mental illness. If you suspect you or someone you know may be dealing with mental health issues, seeking professional help promptly is essential.

By: Anusika Pandey
BAMC 4th Sem



टेक्सटाइल सम्मेलन अहमदाबाद के फैशन शो में आई.पी.एस का दबदबा



टेक्सटाइल एसोसिएशन इंडिया द्वारा आयोजित वर्ल्ड टेक्सटाइल कांफेंस में आई.पी.एस एकेडमी इंदौर के इंस्टीट्यूट आफ फैशन टेक्नोलॉजी द्वारा एटर्निटी फैशन शो आयोजित किया गया, जिसमें ईश्वर, प्रकृति एवं भारत की विरासत को प्रदर्शित किया गया। यह सभी शाश्वत है अतः शो का नाम एटर्निटी रखा गया। शो का पहला राउंड महाकाल लोक थीम पर रखा गया जिसमें महाकाल उज्जैन के 108 पिलर्स, मूर्तियां वहां के दृश्य, समुद्र मंथन, त्रिपुरासुर का, कमल-कुंड, गंदी द्वार व सप्त ऋषि आदि शिव-तांडव, शिव-स्वरूप को ध्यान में रखते हुए परिधानों को डिजाइन किया गया। दूसरे राउंड में पंच तत्व थीम जिसमें घसी, पानी, अग्नि, वायु और आकाश थीम पर नए अंदाज में परिधानों को मंच पर प्रस्तुत किया गया। तीसरे राउंड में फैशन डिजाइनर्स ने चमकीले, पेस्टल रंगों, चमकदार और इंधनयुक्त कपड़ों का उपयोग करके यूनिकार्न थीम को अपने संग्रह में शामिल किया। चौथे राउंड में सनसेट थीम पर जब डलते सूरज की लाल चमक में नदियों की लहरें रंगीन दिखती हैं। नीले-धीरे सूरज क्षितिज के नीचे डूब जाता है और आसमान का लाल रंग फीका पड़ने लगता है। इन्हीं कलर्स को ध्यान में रखते हुए डिजाइन किये गए गारमेंट्स को शो में प्रस्तुत किया गया।

पांचवें राउंड में ओशियन एनिमल्स-मरीन फिश, मरीन मेमल, टिपेट टॉपिकल फिश अनेक प्रकार के ओशियन एनिमल्स को ध्यान में रखते हुए डिजाइन किया गया। इसमें हर एक एनिमल से एक डिजाइन बनाई गई। छठे राउंड में भीमबेटका थीम पर वहाँ की चट्टानों में मूर्तिकला एवं पैटिंग से अपने संग्रह के माध्यम से पाषाण युग की आलक देने की कोशिश की गई। स्टूडेंट्स ने साइडिंग को स्वयं प्रिंट किया। सातवें राउंड में हमारे खोलर सिस्टम में पायी जाने वाली गैलेक्सी से स्टूडेंट्स ने प्रेरणा ली। गैलेक्सी में पायी जाने वाली चमक और काले रंग का उपयोग करके स्टूडेंट्स ने आकर्षक कलेक्शन बनाया। आठवें राउंड में डेनिम फैशन थीम पर डेनिम को नए अंदाज में डिजाइन किया गया। डेनिम कपड़े का मुख्य रूप से जींस या जैकेट में उपयोग होता है परंतु यहाँ डिजाइनर ने पारंपरिक कपड़ों को आधुनिक अंदाज में डिजाइन किया। नवें राउंड में सरटेनिबिलिटी थीम पर डेनिम के बेस्ट टुकड़ों को जोड़ कर नए डिजाइन में प्रस्तुत करके प्रकृति के प्रति अपनी संवेदना व्यक्त की। दसवें राउंड में इंडिया द विश्वगुरु थीम पर भविष्य में भारत देश को इस अंदाज में देखने के

लिए एक्सेसरीज के साथ गारमेंट डिजाइन किया गया।

इस शो स्टीपर डेस को डिजाइनर ने मोल्द, लाल एवं हरे रंग से डिजाइन किया। मोल्द रंग भारत की समृद्धता को, लाल रंग से भारतीय महिला को क्योंकि भारत में महिला पूजनीय है एवं हरे रंग से भारत की कृषि प्रभावता को दर्शाया गया, इस प्रकार भारत की विरासत को प्रदर्शित किया गया। शो के लिए आई एक टी वी 40 लोगों की टीम इंदौर से अहमदाबाद गई। शो की खासियत यह थी कि सभी 60 डेसेस आई एक टी में स्टूडेंट्स द्वारा फैकल्टी के मार्गदर्शन में तैयार की गई। इसमें सभी थीम के गारमेंट्स थे जैसे पारंपरिक, वेस्टर्न, इंडो-वेस्टर्न और साड़ी इत्यादि। इस अवसर पर टेक्सटाइल एसोसिएशन के नेशनल प्रेसिडेंट श्री आर. के. विज, नेशनल वाइस प्रेसिडेंट श्री टी. एल. पटेल, नेशनल ऑनरेरी जगदल सेक्रेटरी श्री महेंद्र भाई पटेल, टी. ए. आई. एम. पी के पदाधिकारी सहित थाईलैंड, ब्रिटेन, संयुक्त राज्य अमेरिका, बांग्लादेश, जापान, मलेशिया, इंडोनेशिया, दक्षिण अफ्रीका, श्रीलंका, ऑस्ट्रेलिया और मिस्र देशों के गणमान्य स्पीकर्स एवं फैशन इंडस्ट्री के उपस्थित लोगों ने उद्योग और प्रौद्योगिकी नेता, व्यापार और उद्योग संघ, शिक्षा और विस्तीय संस्थान, नीति निर्माता, शोपरकर्ता और दुनिया भर के अर्थशास्त्री सहित 1000 से अधिक जाने माने लोग उपस्थित थे, सभी ने फैशन शो की काफी प्रशंसा की। इस फैशन शो से टेक्सटाइल एसोसिएशन के नेशनल प्रेसिडेंट श्री आर. के. विज इतने प्रभावित हुए कि उन्होंने स्वयं की ओर से 51000 रुपये का इनाम घोषित कर दिया।

इस एसोसिएशन द्वारा शो के सफल आयोजन के लिए आई. एक. टी को स्मृति चिन्ह भी प्रदान किया गया। श्री अचल चौधरी सर, प्रेसिडेंट एवं निककी जैन, डायरेक्टर आई. एक. टी ने बर्निंग टीम को बधाई दी। आई. एक. टी की प्रिंसिपल प्रीति सर्वा ने शो को संकल्पित और को-ऑर्डिनेट किया। इंटर डिपार्टमेंटल को-ऑर्डिनेशन हेमंत बांबव, एच. ओ. डी आई. एक. टी ने किया। गीता वर्मा एवं रूपाली मिश्रा ने स्टूडेंट्स को डेसेज बनाने में गाइडेंस दी। शीतल शर्मा ने इसके व्यापक प्रचार प्रसार का जिम्मा संभाला। शो का शानदार संचालन संस्थान की छात्रा पूजा ज्ञानवानी ने किया वहीं इस शानदार शो की कोरियोग्राफी रजत गर्ग ने की।

Via Institute of Fashion Technology

Use of 5G in Development of India

5G is the next generation of mobile internet technology that is faster and more powerful than the current 4G technology. 5G networks have the potential to revolutionize the way we live, work and communicate, and could level up the economic growth in India.

The main benefits of 5G is that it can provide much faster internet speed, which means that people can download and upload data much more quickly than they could with 4G. This could be especially helpful in India, where many people still don't have access to high-speed internet. Another benefit of 5G is that it can support a much larger number of devices than 4G.

This means that more people can connect to the internet at the same time without experiencing slowdowns or disruptions. Overall, 5G has the potential to play a significant role in the development of India, by providing faster and more reliable internet access to more people, and by enabling new and innovative services and products that could boost the economy and improve people's lives.

By: Dhruv Vyas
BAMC 4th Sem



Self-Employment

Self-employment is for anyone who does not want to get into the relation of employee and employer and wants to work for himself. They can do self-employment in different ways if they have some special skills and talent. They can become a freelancer like photographer, writer, presenter and many more. You can provide services by accepting payment on the basis of your skills and talent. Freelancer is also an option for self-employment.

Apart from this, you can also start your own business or you can also do gig employment.

Benefits of self-employment are:-

- Flexibility to do what you are inclined for.
- Expenses
- Challenges
- Step to develop self confidence
- Taxes
- Increased risk
- Self-approach

So it's better to work for yourself because working for self provides more security than working as an employee.

By: Ayushi Tiwari
BAMC 4th Sem



Cruelty caused by Beauty Industry

Everyday beauty essentials like mascara, shampoo, and lipstick enhance our appearance, but the dark side of these products is the cruelty they inflict on animals. It's often overlooked that countless animals suffer due to the cosmetics industry. Shockingly, a staggering 10 million animals lose their lives annually solely for cosmetic testing in the United States. Large companies like L'Oréal and Estée Lauder still engage in animal testing and employ animal-derived ingredients. In countries like China, in order to sell their products in their market they must be tested on animals. Rabbits, mice, rats, are the common ones who get harmed in the process. Even aquatic creatures are not spared, with sharks being killed for squalene, a component found in moisturizers and serums. Organizations like PETA and Beauty without Cruelty are taking significant steps to protect animals. In a noteworthy achievement, India became the first

South Asian nation to ban animal testing on May 23, 2014. However, it's not only animals who suffer; humans are impacted too.

The cosmetics industry contributes to the exploitation of individuals, particularly in India's illegal mica mines, primarily located in Bihar and Jharkhand due to inadequate governance. Child labor is rampant, and the dust generated from mica extraction leads to breathing issues for children and adults alike. Besides health hazards, laborers endure physical and mental abuse, with accidents being common. Mica mining also devastates the environment, causing deforestation, loss of wildlife, and soil erosion.

By: Madhvi Kardam
BAMC 4th Sem



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Engaging Mystery Continues....

FILM REVIEW

The audience was amazed with the first part of the film and they could not wait for the second part of this suspense thriller. Yet, it took seven years to release the sequel of the film, called, DRISHYAM 2.

This film has never failed to amaze the audience, as the second part of the film starts with a mind boggling scene, where, someone else, rather than Vijay and the audience, knows the mystery of this dead body. A drug dealer named David, who was running from the cops, and during the chase, he saw Vijay burying the body in an under construction police station of Goa. Then, he was caught by the police and the film took a leap of seven years.

The story continues with Vijay's family, who were leading a healthy life. Anju was overcoming from the incident and their family was trying to forget the things that happened in the past.

Only until, Akshaye Khanna, who played IG Tarun Ahlawat in the film, enters their life. Tarun is the best friend of Meera Deshmukh (SAM'S-MOTHER). Being the IG of Goa, he reopens the case, and he finds new ways and tracks to uncover the case.

David comes out of the jail now. And, when he came into the city and heard about Vijay's murder mystery case, he thought of providing the information he had to the police. He asked for 25 lakh rupees from the police, to tell where the body has been buried. Meera gives him the amount, just to know that the body is under this police station itself. They took out the body and Vijay Salgaonkar is arrested. But, we knew, that he was a simple man with a razor-sharp mind. The wave of mysteries revealing in the second half of the film, had the audiences fully awestruck.



The second half of the film amazed the audiences, that how Vijay protected his family and daughter against everything.

Starcast:

The star cast was just perfect, according to the need of the storyline. Ajay Devgan nailed the role of a protective father and family man. And the other characters of the family- Shriya Saran, Ishita Dutta & Mrunal Jadhav were chosen wisely. Akshaye Khanna gave a spectacular performance as a cop. Tabu, really showed the emotions of a mother, who wants justice for her son. Kamlesh Sawant, who played Inspector Gaitonde in both the films nailed the role of a cop, who wants revenge.

Music Composition:

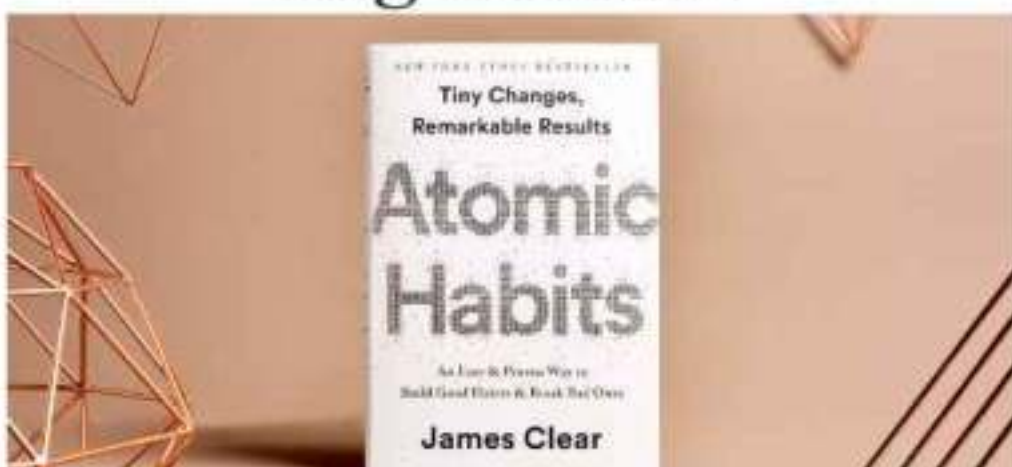
The title track "SAHI GALAT", by Amitabh Bhattacharya is an upbeat. The song "SAATH HUM RAHEIN" is a melodious journey of the bond a family shares. The background score of the film also works well with the intensity of the scenes.

Overall Summary: The movies "DRISHYAM" and "DRISHYAM-2" kept the audiences hooked and in a shock. The series of twists, that both the movies had, will always remain in the memory of the audiences.



By: Hunny Ramnani
BAMC 2nd Sem

Small changes Big Results



Recently I read a very famous and popular book named as ATOMIC HABITS that teaches people how to make small changes in their daily habits to achieve big results. The author, James Clear, explains how habits work and how we can develop good ones and break bad ones.

The book talks about the importance of focusing on small, incremental changes instead of trying to make big changes all at once. It provides practical strategies to help people build better habits and break bad ones, such as setting specific goals, tracking progress, and creating a supportive environment.

Clear also emphasizes on the importance of understanding the "habit loop," which consists of a cue, a behaviour, and a reward. By changing the cue, behaviour, or reward, we can change our habits.

Overall, "Atomic Habits" is a practical and easy-to-read guide that can help anyone improve their habits and achieve their goals. It teaches us that small changes can lead to big results and that by focusing on continuous improvement, we can make progress towards our goals and lead happier, more fulfilling lives.



By: Dhruv Vyas
BAMC 4th Sem

BOOK REVIEW

A Tale of Strong Bond



By: Dhruv Vyas
BAMC 4th Sem

Hachiko is a movie about a loyal dog named Hachi and his owner, a college professor. Hachi would accompany his owner to the train station every morning and come back to pick him up every afternoon. One day, the professor passed away and didn't come back to the train station. However, Hachi continued to go to the station every day for nine years, waiting for his owner to return.

Despite people trying to take Hachi home with them or send him to a shelter, Hachi always escaped and returned to the station. Eventually, people in the town started to admire Hachi's loyalty and would bring him food and water while he waited.

The movie shows the bond between a dog and his owner and how loyal and faithful Hachi was to his owner, even after he was gone. It also teaches us the importance of unconditional love and loyalty, and how animals can be such an important part of our lives.

Overall, the movie is a heart-warming and emotional story that will touch the hearts of anyone who watches it.

FILM REVIEW





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Students of School of Architecture bagged second position in the Battle of Bands at Lovely Professional University, Jalandhar



IPS Academy has organised Kathak Dance Workshop under the guidance of the renowned Kathak Dancer and Mentor Shri Tribhuvan ji Maharaj



Blood Donation Camp was organised at IPS Academy, Indore on the occasion of Indore Gaurav Divas.



Reward and Certificate Distribution Ceremony of Institute of Fashion Technology, IPS Academy, Indore



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