

Photo Gallery



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Second Semester, BA(JMC)

Shri Vaishnav Institute of Journalism & Mass Communication
Shri Vaishnav Vidyapeeth VishwaVidyalaya



UPCOMING EVENTS

Navarachana 2019

Project and documentary making competition.
Date: 1st March 2019
Topics: Digital India, Make in India, Skill India, Swachh Bharat Abhiyan, Smart city and more

Spandan 2019

A Techno-Management-Cultural Festival
Central India's Largest Fest.
Date : 7th to 9th March
Theme: Comic
The festival will have multiple competitions organised by different departments of the University.
For Queries email at spandan.svvv.edu.in

Sanmantrana 2019, a Multi-Disciplinary International Congress Adjunct for Ground Breaking and Innovative minds

SANMANTRANA 2019, the third annual international interdisciplinary congress, a 3-day event was inaugurated at Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore on 04 February, 2019 for all the undergraduate and postgraduate students. The theme of the congress was "Interdisciplinary Research and Opportunities in Science, Technologies, Management and Social Science. Congress was sponsored by St. Cloud State University, Minnesota USA. Dr. Bhimraya Maitri, Director, IIM Tiruchirappalli was the Chief Guest and the Guest of Honour was Dr. Ben Baliga, Professor and Graduate Director, St. Cloud State University. The event turned to be a sum of multiple sessions from different magnanimous personalities along with 24 workshops for the students. Dr. Upinder Dhar, Vice Chancellor of Shri Vaishnav Vidyapeeth Vishwavidyalaya welcomed the gathering and discussed about digitalization and also talked about the importance of industrial revolution in progress and development. Dr. Purushottamas Pasari, Chancellor of Shri Vaishnav Vidyapeeth Vishwavidyalaya discussed the glorious journey of Vaishnav trust and the how different conferences help us gain more



knowledge about new researches. The Guest of Honour, Dr. Ben Baliga enlightened the students with his wise words and said that interdisciplinary sessions are the need of the hour and technology must be accepted to keep us updated. Dr. Bhimraya Maitri, the Chief Guest focused on artificial intelligence and discussed how India's young population can be a competitive advantage. He stated that such sessions are helpful to find innovative researchers in the country. In the following sessions of SANMANTRANA, Mr. Milind Pandit, program manager of Watershed institute of Jalgaon focused on the possible conditions of drought in the country in coming future and the importance of water harvesting system to avoid droughts. Mr. Pandit stated that in order to develop the rural india, water is the basic element and is needed to be conserved which can be done at both social as well as individual level. Milind also stressed on the

poor conditions of farmers due to decreasing groundwater level and how dams can become helping hands in overcoming this problem. During the session, speakers also expressed their concern over Madhya Pradesh's "lifeline" NARMADA RIVER which has turned into a terrible condition unlike its past status and they also mentioned the need to save Narmada and all such rivers which are lifelines to the living. The event summed up on its last day, 06 February, 2019 with Mr. Pandit educating the students about present scenario of water problems, one of the most precious natural resources. His words were imbibed into the listeners "to love nature" and make every basic, possible effort to save it and not exploit it. During the three-day session, different research papers were read by respective researchers. Subject experts addressed the students and gave them latest information on the concerned subjects.

A Night of Fashion, Glamour and Music



featured ramp walks from students wearing some really good outfits with various different themes. These collections involved western, banjara, checks, valentines and a hunter's theme, designed by the very talented Abhi and Rosie. On this occasion our vice chancellor Dr. Upinder Dhar said that fashion changes over time and dressing sense of an individual reveals quite a lot about his/her personality. Such type of event showcases talented students. Various awards including Mr. and Ms. Vinirmah, Mr. and Ms. attitude with Mr. and Ms. Best walk were awarded during the event. The stage was taken over by Mumbai's DJ Shilpi sharma after the fashion show, who made the event more enjoyable with some remixed versions of Bollywood and international songs.

The fashion show/DJ night Vinirmah 2019 organized by the textile department of the university was a fun filled night with lots of glamour. It

SAJAG 2019 - National Seminar on Cyber Security

Shri Vaishnav Vidyapeeth Vishwavidyalaya organized a national seminar on cyber security - SAJAG 2019 on 2nd February. The main objective of the seminar was to create awareness against the increasing cybercrimes and introduce the global reach of IT sector.

Chief guest of the seminar Mr. Amit Puri said, the only challenge in automation sector is awareness. Investment is required for any new technology and most of the people are worried about the returns but automation gives returns from the first day of investment. It increases the output and saves time as well as

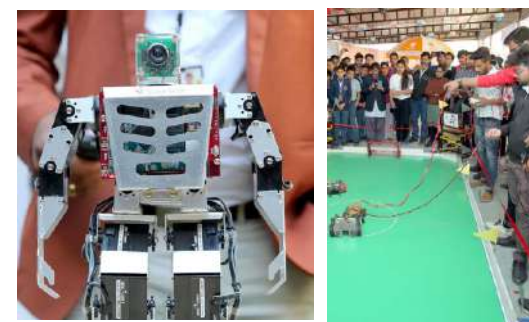
money. Emphasizing on the Artificial Intelligence, he said that robots are also advising the doctors.

Cyber cell SP Mr. Jitendra Singh presented actual examples to make the students aware about cybercrimes. Regional Manager of Cyber Security for India, Mr. Vivek Shrivastav said that digital transformation has tendency to change any business.

Tower lead Cyber Security of TCS, Smita Jain said that, humans are the real heroes of IT security. They can differentiate between right and wrong. She concluded that one should be aware against cyber crimes and then teach others the preventive measures.

Students Showcase their Talent in Navyantram 2019 with Innovative Robots

The university organized Navyantram 2019 national robotics competition on Wednesday 30th and 31st January. On the first day of competition, 102 students from Goa, Bhopal, Nasik, Pune, Kurukshetra, Ujjain and Indore presented their technical skills using robots. The competition had a cash prizes worth Rs.1 lakh in which students showcased their robots in the categories such as hurdle race, robo soccer, robo canon, maze solver, robo race and hover boat. The competition also featured line follower robots and driver-less cars. These robots follow a particular line using a feedback mechanism. Using sensors, they identify objects and follow white lines and have a variety of uses. Besides automatic cars, they have other benefits too. In industry, automatic product carriers can be used instead of traditional conveyor belts. These robots can also be used for cleaning household or public places like malls or guiding people with routes. The chief guest Prof. Dr. Devashish Chakravarti of IIT said that in the future the robots



produced with the combination of Robotics, Automation, Internet of Things (IoT), Artificial Intelligence (AI) and Instrumentation will be the prime part of the lifestyle of every human being. Students must think upon making their career in the field of robotics as there is a lot of scope in this field. The Vice Chancellor Dr. Upinder Dhar highlighted the need for new inventions which are being performed in the fields of science and technology in this new era. Convener Dr. Namit Gupta gave information regarding the events. Prof. Anjali expressed gratitude to everyone.

'VISHWANKAN', a Platform for hidden Artists



Shri Vaishnav Vidyapeeth Vishwavidyalaya held a 3 days art seminar "vishwankan" from wednesday 23 January 2019 to 25 January 2019 in the University campus. The event was organised by the shri vaishnav institute of fine arts

with the objective to bring out and provide a platform to the hidden artists in the students. Chief guest of the event was Mr. Prem Singh, ex principal of Government college of fine arts, Chandigarh.

The event began with the lamp lighting by the chief guest Mr. Singh. In the welcome speech co-ordinator of the event Dr. Santosh Dhar explained the objective of the event. Dr. Upinder Dhar, university's Vice Chancellor said, "only discovery and techniques can help an artist to enhance his/her work". Mr. Prem Singh answered the questions talking on the congregation of capability, co-ordination, control, oath and CST. At the end, he made a painting defining the term abstract painting.

SVVV Celebrates 5th Foundation Day



Our university organized the second Vikram Sarabhai Memorial Centenary Oration on the 5th Foundation day on 8th January 2019. Famous geologist Padma Shri Dr.VC Thakur was the chief guest for the ceremony. The Vice Chancellor Dr. Upinder Dhar congratulated everyone on successful completion of 4 years of SVVV. He said that it is a special day for all of us because the state government released the gadget notification of starting the university in 2015 on the same day. Chancellor Purushottamas Pasari said that the university has built a reputation in the state in a short span of four years and will continue to do so. Dr. VC Thakur gave a lecture on 'Closing of Tethys oceans and continent - continent collision giving birth of the Himalayas'. In his lecture he also discussed Gondwanaland and Continental drift, dynamics of plate tectonics and closing of neo Tethys. Dr. Uttam Sharma Professor and Head of Department of Physics, SVIS ended the program with the word of thanks

Dr Shamayita Patra has been Awarded with the IEI Young Engineers Award 2018-19

Dr. Shamayita Patra, assistant professor of Shri Vaishnav Institute of Textile Technology has been awarded by "IEI Young Engineers award 2018 -19" for her excellent contribution in the field of textile engineering. She was awarded on the occasion of 32nd National Convention of Textile Engineering which was organized on 4th and 5th January in the Institute of Engineers at Coimbatore. Chancellor Shri Purushottamas Pasari and vice chancellor Dr. Upinder Dhar of Shri Vaishnav Vidyapeeth Vishwavidyalaya have said that Dr. Patra is a brilliant professor and her achievement has made us proud.

Students Learn Self-Defense Techniques



A self-defense workshop for girls was organized on February 12, 2019 by the Women's Grievance Cell of the university. The students learned self-defense techniques from International Judo Karate referee and self-defense expert Mrs. Purnima Bisi. Program coordinator Dr. Rishu Roy said that the students while trying several of judo and karate moves, understood the importance of self-defense techniques. On this occasion, the university's vice chancellor Mr. Upinder Dhar and registrar Dr. Arvind Ghosh were present along with Dr. Shweta Agarwal, Dr. Shilpa Fernandes, Prof. Chanchal Soni, Dr. Aarti Sharma, Prof. Preeti Sharma, Dr. Suprajanya Thakur, and Vishram Yadav's assistance.

Vaishnav Kreigers Win Big at FKDC

Vaishnav Vidyapeeth Vishwavidyalaya's team the Vaishnav Kreigers won the most awards in an International event FMAE Formula Kart Design Challenge (FKDC) 2019 held in Pune, Maharashtra. Formula Kart Design Challenge (FKDC) is an International Go Karting championship in which various teams from across and outside India participated to design a Go Kart. It was of 3 days beginning from February 09, 2019 till February 11, 2019. Around 90 teams were registered for the event. The first day of the event was for the Technical Inspection. All the teams presented their vehicles to the officials for the inspection. After that round, a design report presentation was being conducted. The second day began with the Brakes Test, Acceleration Test, and then the Autocross Round. The Business Sales Presentation, Skid pad Round, and Innovation Presentation were also held on the same day. In the presentation, all the teams displayed the new things they did in their vehicles.

On this occasion, Vice Chancellor Dr. Upinder Dhar said that, "A student cannot be developed just by classroom learning. These kind of competition not only enhance their knowledge but also teach them, how to use this knowledge practically on the ground. It gives new experiences to the students." He also told about providing all the possible facilities to the students in the near future. Then Dr. Namit Gupta (Director, Shri Vaishnav Institute of Technology and Science) said that, by these kind



of competition students along with technical knowledge also develop skills like leadership capacity, communicating skills, financial management etc. Even few reputed companies of the country offer them job.

The event came to its end by the award distribution ceremony on the last day hosted by Mr. Aditya Rao from FMAE. Team 'Vaishnav Kreigers' which included students from both mechanical and automobile engineering department, from our university won the maximum number of awards in the event which included awards for the Acceleration Test, Cost Report, Autocross, Innovation and overall Runner Up. Mr. Santosh Patel had guided and supervised the team for this International event and played a great role in their huge success. The event ended with the celebration involving all the teams.

"From Feet to Flight"- Story of Jessica Cox...

by Atisha Nagar

Jessica Cox is a very inspiring and motivational person. She is the world's first and only licensed armless Pilot and also first armless Black-belt in American Taekwondo Association. Jessica was born on February 2, 1983 in United States. From the start, she was a risk taker, she knew she was different from other kids and she had to do things differently. From her childhood only, her parents decided to keep her in the regular environment as much as possible, and so her parents decided to send her in a public school rather than a private or special needs school. But during recess in school, she felt helpless, she was prevented from slides, thus in anger and frustration she set on the swings, dreaming of flying. She had done her education and had a bachelor's degree in 2005 in psychology and a minor in communication. She says, "Since I was born without arms, I was fascinated by the limitless ways the human body could adjust to a variety of circumstances." Flying was just her dream in childhood not her to-do list until once a fighter Pilot named Robin Stoddard (also a member of non-profit organization) approached her and asked her if she would like to fly an airplane. Being an achiever and optimist, Jessica decided to give it a try. It took three years for her instead of usual six months to complete her light weight aircraft license. She had three flying instructors and had 89 hours of flying, that qualifies her to fly a light-sport aircraft to altitudes of 10000 feet. She got her Pilot certificate on Oct 10/2008.

The plane she is flying is called "Recouped" and it is one of the few airplanes to be made and certified without pedals, and due to this Jessica is free to use her feet as hands. She says, "I develop mental skills that allowed me to go on to achieve the seemingly impossible in my own unique way." She had been honored by Guinness World Record: The only pilot to fly with feet and US Inspiration Award for Women



2012: Most Aspirational. From the challenges she had overcome, she became inspirational to many people around the world. She got her first Black belt in Taekwondo when she was just 14 years old, later on she got another one. She is also known for certified Scuba diving, armless surfing, a piano artist and as a formal dancer.

Today, the 35 years old lady has become a motivational and keynote speaker and is described as a speaker 'No one will forget'. She travels around the globe, (till now around 23 countries), motivating people to overcome their limitations by telling them her stories and also to tell them how to inspire enthusiasm and empower diversity. In 2012, she was married to Patrick, a Taekwondo instructor. Later in 2015, she also published an autobiographical self-help book "Disarm Your Limits". Jessica was also the subject of the documentary "Right Footed" She tells that how she had not used prosthetic arms since she was 14 and still is able to write, type 25 words in a minute, drive a car, brush her hair, remove her contact lenses just by using her feet. She often says, "Greater the difficulty, the greater the glory" She teaches how to tackle new challenges with commitment and resilience in life. She is a true inspiration a person searches in life.

BLESS THE LOST LIVES

Dhwani Dave



Bless the world to live in peace,
Bless them with happiness, oh! Jeess,
Walk with them in all bad phases,
Talk to the sad and demotivated faces,
Love your kids, as they don't have you on earth,
Set their beliefs back to see the worth of their birth.

Hold their hands, walking by the roadside,
Touch their souls to neutralise the indifference they abide,
Spare them from the web of brutal poverty,
Clean their foggy present and the future which can be indeed dirty.

Buy them a beautiful place other than footpaths,
Provide some moonlight to their sleepless nights on the ghats,
Gift them the eyes who knows to dream,
Give them the ability that knows to scream,
Suggest the world to create a world for them,
Better to live in and nothing to blame.!!!!

Along My Way

Sakina Malubhai

I travelled so far and reached till here,
Through the oceans of sorrows and rivers of tears.
I passed blossoming trees of happiness,
And fruity advices like be positive and worryless.
I saw achievers and failures along the way,
I learnt from both, they both are sun rays.
The cactus of taunts injured me sometimes,
But that didn't harmed instead made me shine.
I met criticizers and encouragers along the way,
One who promoted dark night and the other bright day.
This is not the end, the way is still too long,
Still i have to face many sad and merry songs.
Whatever be the journey i'll travel anyway,
But i want my final destination to be beautiful in its own way.

Is Your Thinking Being Molded by Media ?

Khushi Rathore



Billions of events take place around the world in a single day. People try to access all of them using mass media. But have you ever pondered over the thought that - Are other people deciding the way you perceive things? The answer is "Yes". There are some 'gatekeepers' who decide what information should move to the people and what should not. These mediators manage the information according to the relevance and proximity. Their choices are a complex web of influences, preferences, motives and common values. It means that, information is filtered for dissemination, whether for

publication, broadcasting, internet or any other mode of communication. Managing the information in this way, is known as gatekeeping. The information to be broadcasted / published in media is selected on the basis of the type of information, content, nature of information, type of event, etc. It helps in removing unwanted and controversial information and manages to control the society and directs them to the right path. Gatekeeping can be done at all levels of the media structure - from a reporter, deciding which sources are chosen to include in a story; to editors, deciding which stories are printed or covered, including media outlet owners. Individuals in the television newsroom who choose which news story is to be used for broadcasting, are also the gatekeepers. Such individuals change the priority of information causing influence in society like racism, sexism, classicism, etc. When gatekeeping is done, the views of audience are adversely affected. Important thing which draws attention is that some mediators are able to control public's knowledge of the actual events by let them knowing some of the stories

passing through them. Gatekeeping is an appeal as well as plausibility and applicability. The gatekeepers are the decision makers who provide information to the whole masses and the media is playing the role of a watchdog in such conditions. The bouncers are themselves wired to think in a specific way. This leads to negative presentations and abuse of power. It diffuses the information and the reality might not be shown as it is. It is harmful to show creativity since all the information is not disseminated. Decisions of the audience may also be affected by what information is included or excluded for them. Along with losing sovereignty of minds, certain entities of media (specially social media) are allowed to influence the realities and control the perceptions. When the realities are molded ; beliefs, opinions and perceptions based on this reality are also changed by such external influence. Thus, mass media affects the perceptions of reality because in a very real sense, it creates reality. Perceptions form the basis of actions. So, think critically about each aspects and always keep in mind that "Something is concealed!"

PULWAMA Attack – More Questions Than Answers

Jatin Lalwani

The weird human society awakes when something happens which is beyond their thinking. Such incidents leave unforgettable marks in the minds as well as heart. Recently, one such awful incidence happened in Pulwama, Jammu and Kashmir where 42 soldiers of CPRF have been martyred in the terrorist attack and mostly are injured. This is a grievous news for Indians. Entire country is angry and people want that 400 soldiers of neighbouring country must be decapitated as a revenge for our 40 soldiers martyred in the attack. But is it humanity?

Will the real culprit be punished?
Will those dealers of death be arrested?
Who leaked confidential information to the attackers?
How they entered inside borderline carrying such a large amount of explosives?
There are a lot of similar questions which have been raised after the

attack and can hardly be answered. According to government's statistics, army has shot down 242 regional Kashmiri terrorist in 2019. Such campaigns were able to shot down 1708 terrorists during last 3 years. Every month 28 terrorists are shot down by security agencies and it is noteworthy that most of them are 20 to 30-year-old. Even Aadil Ahmed, culprit of Pulwama attack is also 20-year-old. He had planned this conspiracy with five people. He joined terrorist organisation Jaish-E-Mohammad last year and was involved in various attacks. Now the question arises that what is the reason behind the indulging of youth in terrorism without caring about their life. These youngsters are not only flamed against the nation but they are also misguided to do anti - national activities. Terrorists take advantage of financial hardships of Kashmiri youth. This is a cause of concern. On one hand, youth empowerment is encouraged, while on the other hand, it is astonishing that India is in the grip of terrorism due to youngsters; although it has highest number of youth in the world. Hatred is intense in the minds and hearts of young Kashmiris.

How to evolve passion?

Khushi Rathore

What do you want to do with your life?
It's a question almost everyone asks him/herself and there is also a common reply -
"I don't know what I want to do in life, all I know is that it isn't this."
Many people are not doing the work that they want to do in their life because of lack of passion. Here are six steps for evolving passion and making it work.
Step One: Gather sparks of curiosity
The first step is to invest your energy and take interest in something that is productive. Those little sparks of interest bring passion. This means reading different books, taking on different and creative activities and meeting different people.
Step Two: Fan the flames of interest
After doing something productive, you need to continue it. Fan that flame of

interest. If you read a book about physics and like the subject, try taking a physics class. If you enjoy some basic programming, try a small software project.
Step Three: Cut out distractions
It takes time to explore something new. If your interests are worth exploring, it shouldn't be too difficult to eliminate distractions such as television, excess internet usage and video games. The hard part is reallocating time you don't believe is yours.
Step Four: Living minimally
Passion needs time to grow into income-generating skills. It does not mean to become a starving artist and racking up huge debts. But avoid expanding your life to fit a bigger pay check. Otherwise you simply trap yourself into a life that is comfortable, or otherwise dead.
Step Five: Make a passion that creates value
Maintaining a passion requires patience and you have to give importance to it.



Mr Kishore Rajvanshi, shipping expert and the prime speaker in the seminar for career opportunities, shared his experiences about the shipping industry with the students. He said that about 80% of the world's goods are transported through ships. At present India is on the 21st position in shipping industries and 1.5 % of the world's ships are owned by India. There are lots of career opportunities for the students of our country in this field. Mr. Manohar Baheti, told the students some interesting facts about Antarctic continent.

You need to transform your developing passions into a skill that can fill human needs. The passion should create values as well as teach us a lot.
Step Six: Find a way to maintain that value
Once you have maintained the value of your passion, you need to turn that into a recurring process, whether you are a student or intend to work in a job. You are the CEO of your life, so you need to know how to connect your passions with serving other people. These are the six steps for evolving passion and making it work. Now, being a passionate, you can answer the question - **What do you want to do with your life?**
Your life doesn't need to go through a predictable story arc. It doesn't have to start with a dream, follow through hard work and has a happy ending. Instead it can twist and travel. You don't have to know the final answer; you just need to act on the next step.