

MU Buzz



MANDSAUR
UNIVERSITY
MAKING FUTURE READY

Vol 5. Issue 08 Mandsaur University, August 2023

CELEBRATING

77TH

Independence

DAY



CHANDRAYAAN 3



VISION



Harness the power of education to play a transformational role in the development of the nation. To nurture intellectual capital with a vision and purpose to create leaders of change.

MISSION



Emerge as a leading centre of academic excellence, involving research and consultancy while adopting innovative strategies of industry integration to create value-driven, responsible and future-ready professionals, entrepreneurs and innovators.

GOALS



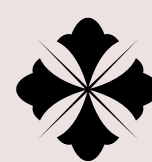
To unleash full human potential by offering cutting-edge and comprehensive learning programs. To promote a culture of innovation and contribute to the creation of new knowledge. To create opportunities for industry - academia collaboration.

Our Leaders



SHRI NARENDRA NAHATA
Chancellor Mandsaur University

Shri Narendra Nahata has been designated as the Chancellor of Mandsaur University. He was a Cabinet Minister for 10 years in the Government of Madhya Pradesh and held portfolios of Commerce and Industries, Technical Education and Manpower Planning , Rural Industries, Commercial Taxes and represented Manasa assembly constituency. He is credited to have transformed technical education of the state. He is the founder of BR Nahata Smriti Sansthan. B.R. Nahata Smriti Sansthan has made Mandsaur its hometown, hub of professional education wherein more than 4000 students are studying. It's his firm belief that education is one of the most crucial components of human resource development having potential for adding value to products and services, thereby improving the quality of life of people. The efforts so far have been very supportive for the recent phenomenal growth and the Socio-economic and Human Development of the nation. He is also the founder of Smriti Nagrik Sahakari Bank, which is one of the best and biggest Urban Cooperative Banks of Madhya Pradesh. A widely traveled person, having visited more than 20 countries. Narendra Nahata was invited by the British Government for higher education in UK. He was invited by the Government of Germany to study institutions run by them in countries of South Asia.



MR. RAHUL NAHATA
B.E.,MBA,FLMI
Executive Chairman Mandsaur
University

Mr. Rahul Nahata is a visionary and dynamic professional chieftain to serve as the Executive Chairman of Mandsaur University. He has a strategic vision and leadership quality for developing interdisciplinary education across the university. He received the United States of America Presidential award in 1992. He has a prior experience of working with renowned companies like Tata Consultancy Services and Vikram Ispat. He has stint with several organizations in various countries like U.S.A, Thailand, Hong Kong, Singapore and Germany. He has an exemplary vision towards education to mould youngsters into Millennium Leaders not only in Technological and Scientific fields but also to nurture and strengthen the innate goodness and humane nature in them.

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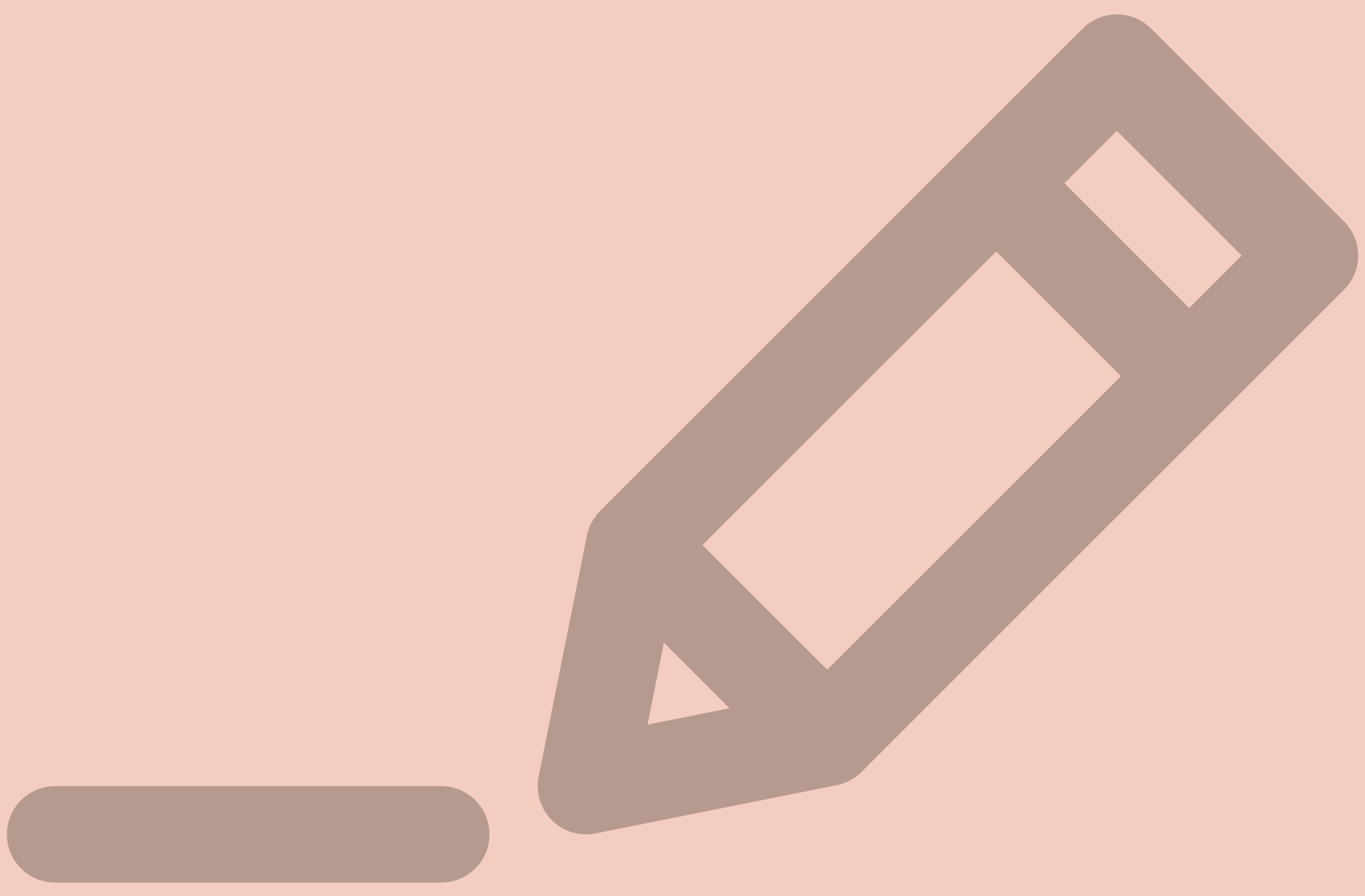
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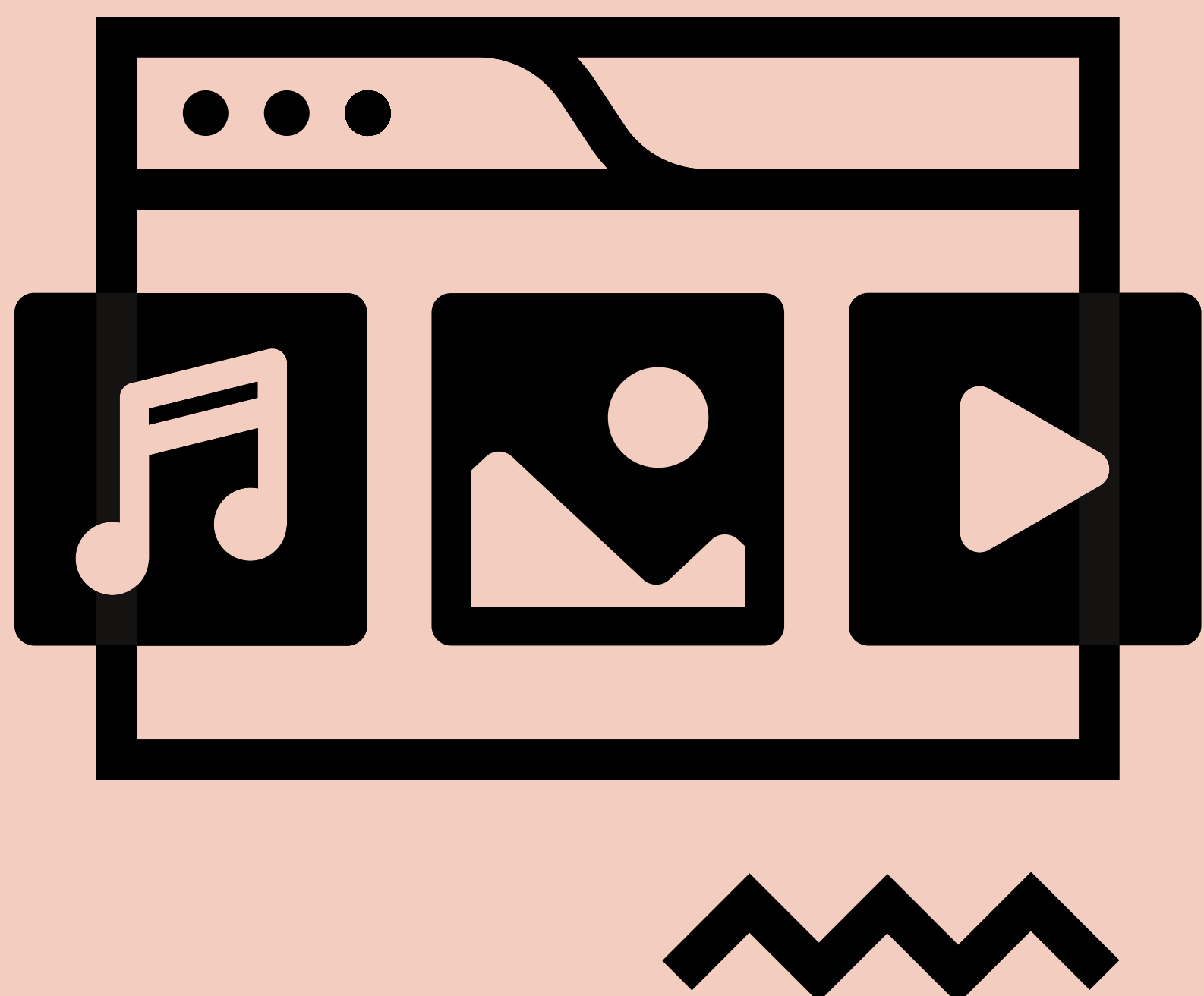
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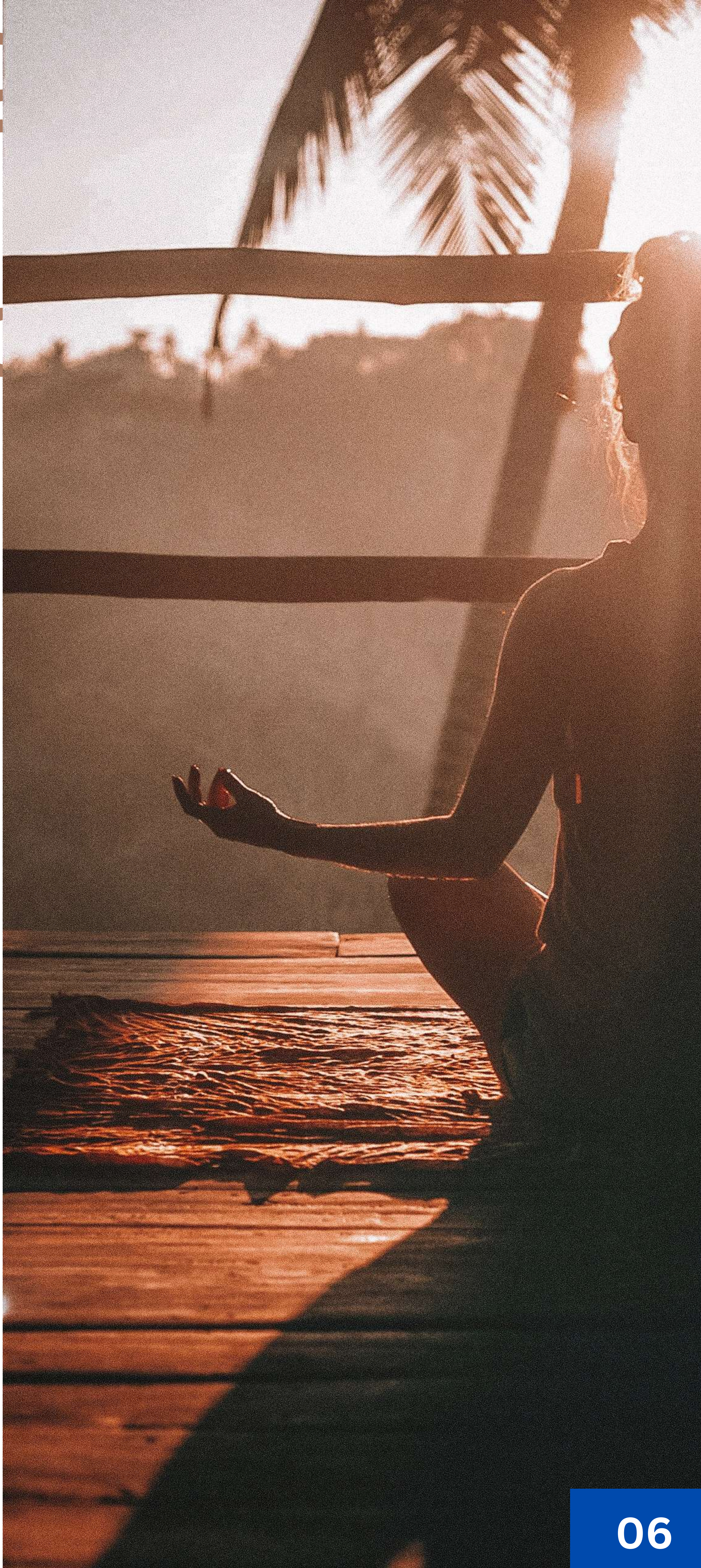
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Yog
Yog
Yog
Yoga
YOGA
21 JUNE



21st June
INTERNATIONAL



The Faculty of Physical Education, Mandsaur University, Mandsaur was celebrated 9th International Yoga Day 2023 on 21st JUNE 2023 at Open Theatre Mandsaur University Mandsaur. There were 96 peoples (Students, Teaching Faculties and Staff) were participated in the training program. The program was conducted with the collaborations of Institution Innovations Council Under MOU. This Program was conducted under the Supervision of Dr. Shamsheer Singh, HOD, Department of Physical Education, MU and under the guidance of Dr. Rohit Sharma, Assistant Professor Department of Physical Education, MU. Coordinated by Dr. Najmuddin Khan, Assistant Professor Department of Physical Education, MU.

International Day of Yoga is observed on June 21 every year. This day celebrates the ancient physical, mental and spiritual practice of yoga. It also aims to promote the many benefits of practising yoga. In 2014, Indian Prime Minister Narendra Modi proposed the idea of observing this day on June 21 during his address to the 69th session of the UN General Assembly. International Day Of Yoga was first observed in 2015 and is being celebrated in full swing every year since then.

'Yoga for Vasudhaiva Kutumbakam' or 'Yoga for the Welfare of All as One World-One Family,' is the theme for the International Yoga Day 2023. Prime Minister Narendra Modi announced the same during the 102nd episode of 'Mann ki Baat.'

This year's theme highlights yoga as a practice that connects and unites everyone.

Lord Shiva was the father of Yoga. Lord Shiva is considered as the Adiyogi (the first yogi). As the Hindu writings suggest, Lord Shiva went to the Himalayas and because of his happiness, he started dancing. He danced so wildly that he became very fast or still. People were amazed to see that and wanted to learn the secret of this happiness. Patanjali is known as the father of modern yoga.



HOCKEY TRAINING PROGRAM

The Faculty of Physical Education, Mandsaur University, Mandsaur was conducted a Hockey Training Program 2023 on 24 th May 2023 at Turf Hockey Ground (Mandsaur) for the academic session of 2022-2024 II semester. There were 96 students of II Semester participated in the training program. The program was conducted with the collaborations of Sports Youth and Welfare and Hockey Mandsaur Under MOU. This Program was conducted under the Supervision of Dr. Shamsheer Singh, HOD, department of Physical Education, MU and under the guidens of Mr. Vijendra Devda, Dist. Sports Officer, Sport Youth ; Welfare Department Mandsaur and Mr. Avinash Upadhyay, secretary Hockey Mandsaur, Mandsaur.

The following persons were involved and give training to the students

1. Mr. Abdul Razzak, Sports Officer, Govt. college, Daloda,
2. Dr. Dinesh Saini, Sports Officer, Jeerana, Neemach,
3. Mr. Unmesh Utthasani, Assistant Professor, TMU, Moradabad,
4. Dr. AYush Trivedi, Govt. Law college, Shahjapur, Ujjain,
5. Mr. Vaibhav SAI Coach, Mandsaur,
6. Mr. Ravi Khakganwarkar, Hockey Coach, Mandsaur.
7. Dr. Haq Nawaz Meer, Asst. Professor, Department of Physical Education

Dr. Rohit Sharma, Asst. Professor, Department of Physical Education, Mandsaur University, Mandsaur welcomes the Guests Introduced the Coaches. At the end Dr. Rohit Sharma give the vote of thanks to all Guest ,coaches.



सर्व रोग निदान स्वास्थ्य परीक्षण शिविर



Health and Nutrition club, Mandsaur University organized Health Check-up camp in association with Internal Branding Committee of Mandsaur University and Lions Club Mandsaur (Gold) on August 10, 2023 at Mandsaur University Campus. The key objective behind the conduction of this camp is to create health awareness among the students and staff members. The event was started in the presence of Shri Rahul Ji Nahata, Executive Chairman, Prof. Ashish Parikh, Registrar, Dr. Ashish Agrawal and Members of Lions club (Shri Suresh ji Somani, Shri Rajkumar ji Nagar, CA Siddharth Agrawal, Shri Vijay Palod, Shri Manoj Mittal, Shri Sanjay Parikh, Shri Virendra Ji). The team of Labh Muni Eye Hospital conducted eye test checks up under the guidance of Dr. Ashok Solanki (Eye Specialist). Another team from Anuyog Hospital in which team undertook sugar test and blood pressure. Dr. Lavina Sangtani (General Physician) and Dr. Yogendra Pratap Singh Parihar (Dentist) under the guidance of Dr. Yogendra Kothari provided counseling and undertook the routine check-up of students and staff members. During the camp, various counters for routine check-up, counseling and testing were setup for the smooth conduction of camp. Furthermore Dr. Ashok Solanki from Labh Muni Hospital took a session on “Awareness regarding Eye-infection” for the students in which Dr. Solanki elaborated about the safety and precautions to be taken and reduce the use of mobile phones in daily life. For the smooth conduction of the event, team of IBC and Health and Nutrition club In-charge and Coordinator Dr. Mohammad Irfan Ali and Dr. Arvind Dwivedi was continuously monitoring the event and arrangements were undertaken by team of NSS and Chancellor Brigade. 3130 people took benefit of health camp out of these 718 people took physical check-up, 985 people took sugar test, 990 people took eye check-up and 437 people took dental check-up.



मंदसौर भास्कर 13-08-2023

जागरूकता • अंतरराष्ट्रीय युवा दिवस पर लायंस गोल्ड ने किया आयोजन स्वास्थ्य और कैरियर गाइडेंस पर की परिचर्चा

भास्कर संवाददाता | मंदसौर

लायंस क्लब मंदसौर गोल्ड ने अंतरराष्ट्रीय युवा दिवस के उपलक्ष्य में मंदसौर विश्वविद्यालय में प्रतिभा डॉ. संजीव जैन के सात सितारा कार्यक्रम के अंगत 'युवा सोच... युवा जोश' कार्यक्रम परिचर्चा का आयोजन किया। इसके अंगत विद्यार्थियों को कैरियर के बारे में जानकारी दी। साथ ही बताया कि विद्यार्थियों को किस प्रकार से तैयारी करना चाहिए। प्रतियोगी परीक्षा में किस प्रकार हिस्सा लेना चाहिए। इसके अलावा अनिलान पेट्टेफॉर्म से संबंधित जानकारी भी दी। डॉ. आशीष अग्रवाल, विजय पलोड,



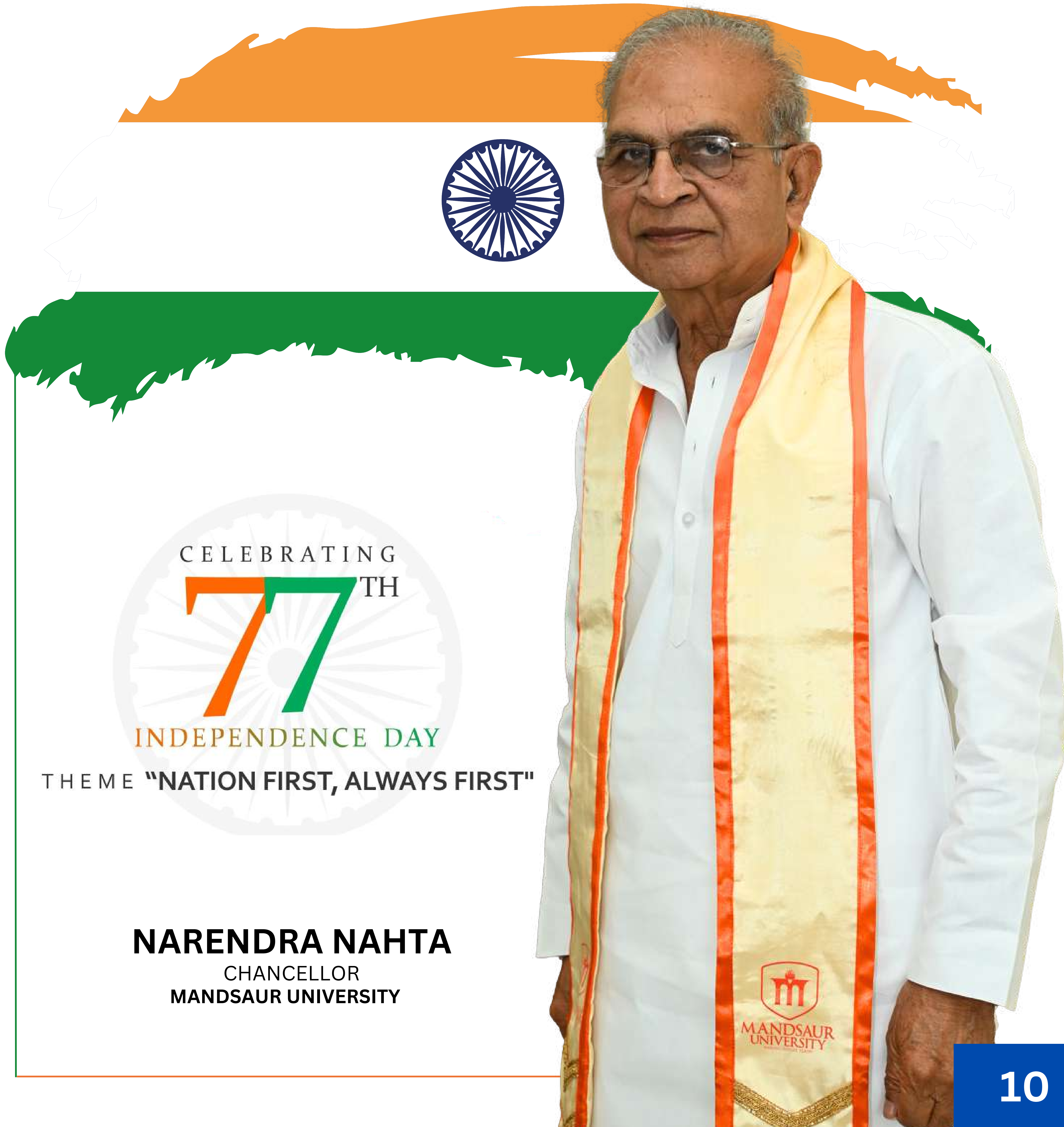
कार्यक्रम के दौरान मौजूद विश्वविद्यालय के विद्यार्थी।

सुरेश सोमानी, संदीप जैन ने भी विद्यार्थियों को संबोधित किया। डॉ. अशोक सोलंकी ने विद्यार्थियों को मोबाइल से होने वाले दुर्घटनाओं के बारे में जानकारी देते हुए बताया

कि मोबाइल हमारे जीवन का आवश्यक अंग तो हो गया है। लेकिन इसके अत्यधिक प्रयोग से हम अपने स्वास्थ्य के प्रति लासवारी बतल रहे हैं। इससे आंखों की बीमारियां

संबंधित हो रही हैं। छोटी-छोटी उस के बच्चों की आंखों में कानून, सूजन व दृष्टि कमजोर होना आम बात हो गया है। स्वगत लायंस गोल्ड अध्यक्ष राजकुमार परीख ने किया। परीख ने मंदसौर विश्वविद्यालय के कार्यक्रमी अध्यक्ष राहुल नाहटा का आभार माना। दिनेश बाबानी, मनोज मिश्र, संजय परीख, वीरेंद्र सिंह चौहान, कोषाध्यक्ष सीए सिद्धार्थ अग्रवाल, रजिस्ट्रार प्रोफेसर आशीष परीख, डॉ. अरविंद शिंदे, डॉ. अविनारा शर्मा, डॉ. लोकेन्द्र सोलंकी, डॉ. आशीष अग्रवाल, डॉ. मोहम्मद अली इफान सहित अन्य मौजूद थे। संस्थान विजय पलोड ने किया। आभार संदीप जैन ने माना।

INDEPENDENCE DAY CELEBRATION



CELEBRATING
77TH
INDEPENDENCE DAY

THEME "NATION FIRST, ALWAYS FIRST"

NARENDRA NAHTA
CHANCELLOR
MANDSAUR UNIVERSITY





The republic of India gained its independence from the rule of the British on 15 August 1947. Since then every year, 15th August is celebrated as the Independence Day in India to commemorate its freedom from the 200-year-old British government.

For India, 15th August is a day of her re-birth, a new start. At the midnight of 15 August 1947, the British rulers handed the country back to its Indian leaders, ending a remarkable struggle that lasted years. It was 15 August 1947, the historic date, on which sovereign India's first Prime Minister Pandit Jawaharlal Nehru unfolded the tricolour flag of the nation on the glorious Red Fort. The day is significant in the history of India as bringing an end to the British colonial rule in India.

In 1757, after the British victory in the Battle of Plassey, the rule of East India Company started in India. By 1858, the British Crown had assumed control over India. The situation after World War I was marked with suppressive and exploitative laws by the British. This led to revolutionary calls for independence, and sparked the phase of non-violent and non-cooperation movements followed by the civil disobedience movement.

The enduring leader and a national symbol for all these movements was Mohandas Karamchand Gandhi- the Father of the Nation. The next decades were marked with constant struggles between the Indians and the British for freedom. Many movements and acts were carried out by the Indian National Congress, freedom fighters and the people of India.

In the year 1946, the Labour government, the exchequer of Britain thought of ending their rule over India because of their exhaustion of capital post the World War II. The British government announced, during the early 1947, that they intend to transfer power to the Indians by the month of June 1948. This approaching independence could not decrease the Hindu-Muslim violence in Bengal and Punjab. This led to Louis Mountbatten, the then Viceroy of India to propose the power hand-over date, owing to the fact that the unprepared British army could not cope with the increased violence in the country. In the month of June in 1947, the prominent Indian leaders like Pandit Jawaharlal Nehru, Mohammed Ali Jinnah, Abul Kalam Azad, Master Tara Singh and B. R. Ambedkar agreed for a partition of India along religious outline.



An Indian spacecraft became the first to land on the rugged, unexplored south pole of the moon on Wednesday in a mission seen as crucial to lunar exploration and India's standing as a space power, just days after a similar Russian lander crashed. "This moment is unforgettable. It is phenomenal. This is a victory cry of a new India," said Prime Minister Narendra Modi, who waved the Indian flag as he watched the landing from South Africa where he is attending a BRICS summit, a group that joins Brazil, Russia, India, China and South Africa.

Scientists and officials clapped, cheered and hugged each other as the spacecraft landed and people across India broke out in celebration, setting off firecrackers and dancing in the streets.

"India is on the moon," said S. Somanath, chief of the Indian Space Research Organisation (ISRO) as the Chandrayaan-3 landed, making India the fourth nation to successfully land a spacecraft on the moon after the United States, China and the former Soviet Union.

ISRO shared pictures from the spacecraft showing the moon's surface and the leg and shadow of the lander. Rough terrain makes a south pole landing difficult, but the region's ice could supply fuel, oxygen and drinking water for future missions. Russian President Vladimir Putin congratulated India in a message to Modi published on the Kremlin website. "This is a big step forward in space exploration and of course a testament to the impressive progress made by India in the field of science and technology," he said. Chandrayaan means "moon vehicle" in Hindi and Sanskrit. In 2019, ISRO's Chandrayaan-2 mission successfully deployed an orbiter but its lander crashed. The Chandrayaan-3 is expected to remain functional for two weeks, running a series of experiments including a spectrometer analysis of the mineral composition of the lunar surface. The moon rover will take a few hours or a day to come out of the spacecraft, Somanath told reporters, adding that the landing has given India confidence to extend its reach to possible voyages to Mars and Venus. India is also planning to launch a mission in September to study the sun, Somanath said. A human space flight is also planned and, while no official date has been announced, preparations are likely to be ready by 2024.

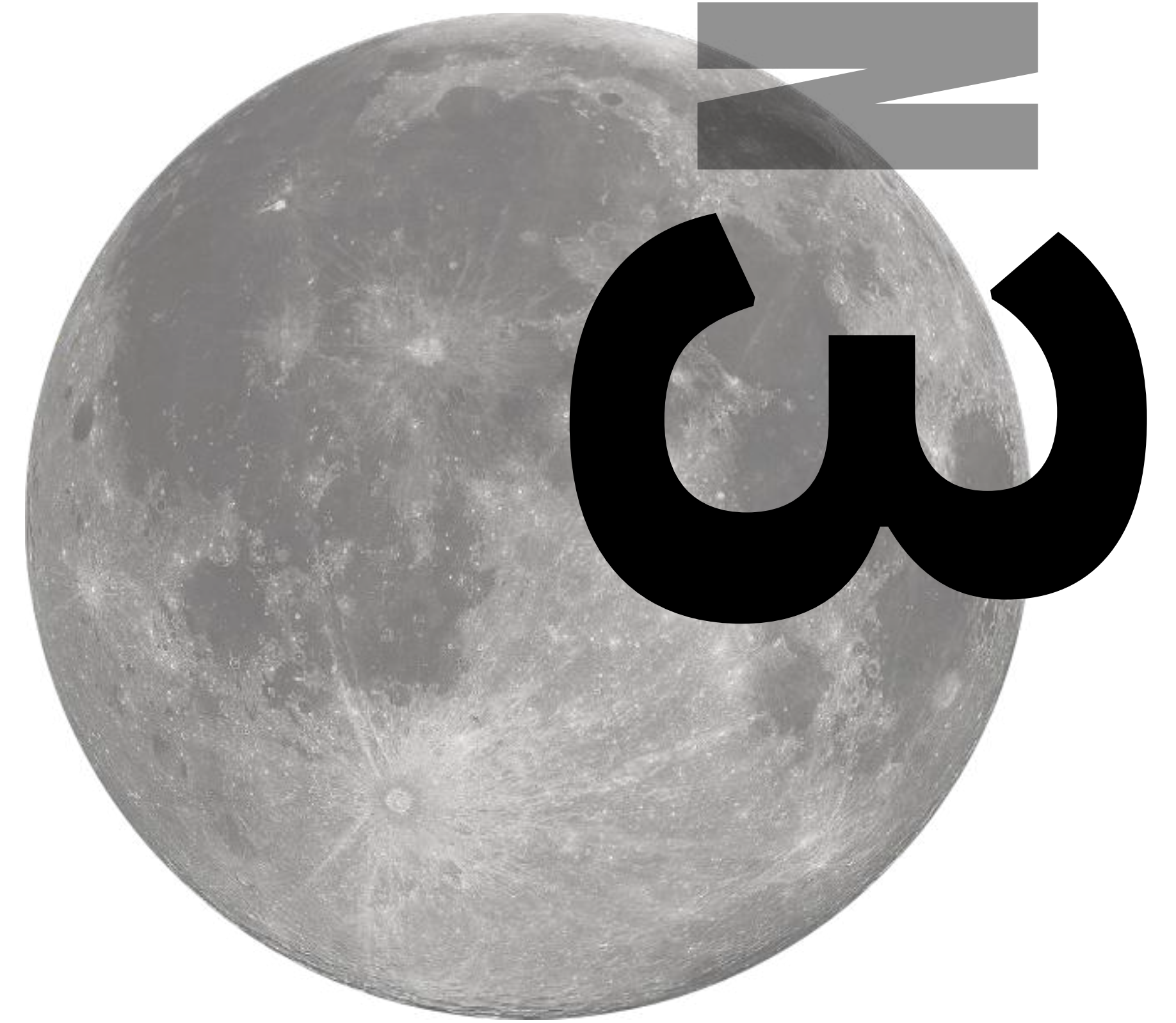




Mandsaur University organized live telecast of Chandrayaan 3 Landing on 23 August 2023 at 5:40 PM in LT-01 for the students residing in boys and girls hostel of campus 1. The key objective behind the conduction of live telecast is to watch the whole landing procedure, technicalities faced during the landing and other aspects on a big screen of LT-01. The telecast was started at 5:40 PM in the presence of Dean Academics, Hostel Warden of Boys and Girls hostel. All the students were having their eyes of speed of altitude reduction and its vertical speed without blinking their eyes. After successful landing, all the students welcomed the team of ISRO with clapping and slogan of Jai Hind and Jay Bharat. The team of JMC department was also covering every moment and lastly taken small bites of students and hostel wardens to understand their feelings towards this proud moment. The whole event was conducted under the guidance of Hon'ble Registrar sir.

CHANDRAYAAN

3



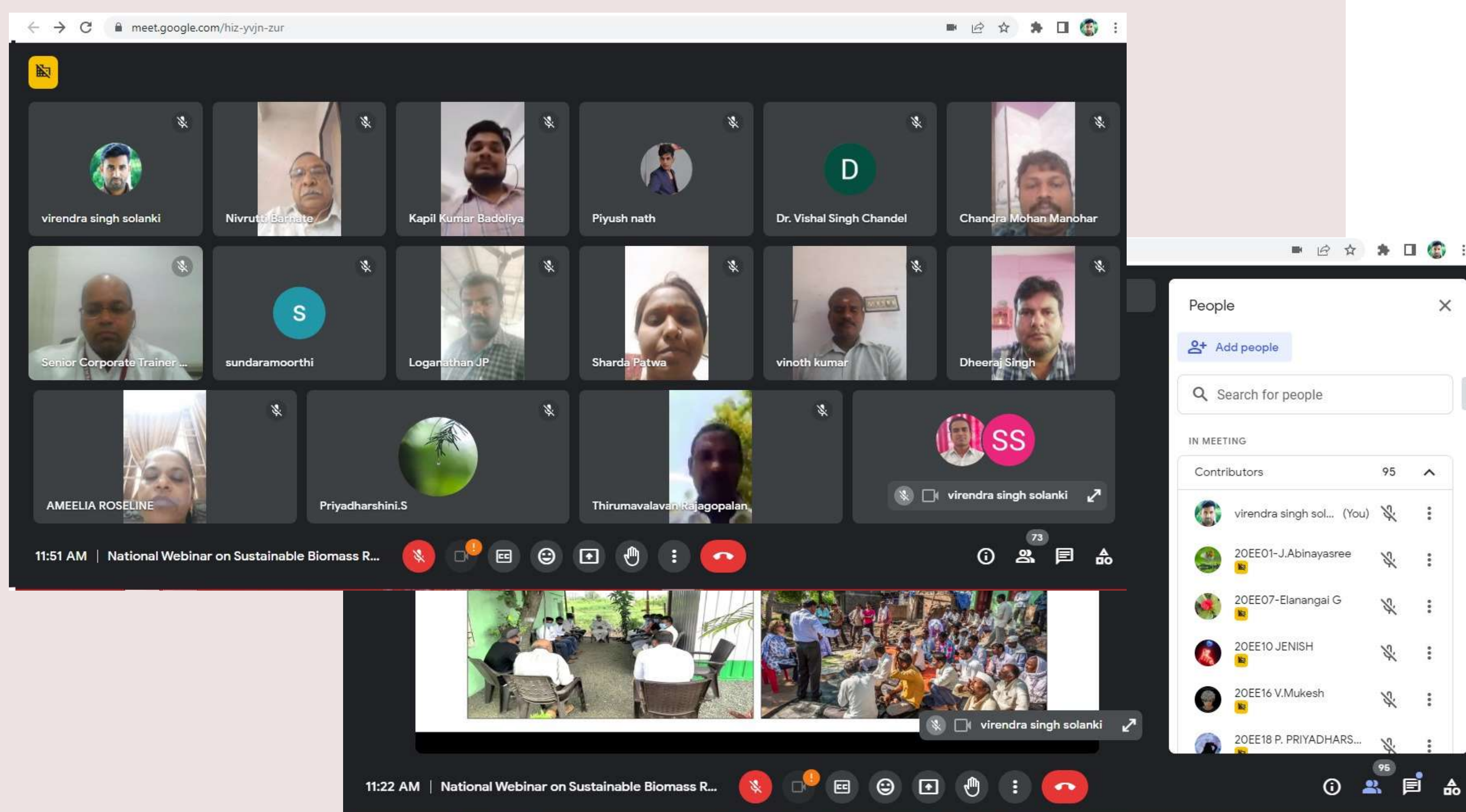


“Molecular Techniques for Bio-molecules Analysis”



Faculty of Life Sciences had organized a One Week Faculty Development Program on “Molecular Techniques for Bio-molecules Analysis” for the faculty members on 16.06.2023 to 21.06.2023. Altogether, 6 faculty members participated in this FDP. The program was organized to enhance the skills of faculty member’s lab instrument handling of molecular biology techniques. The program was started with the welcome address by Dr. Mohammad Irfan Ali, Acting Head, Faculty of Life Sciences followed by in depth knowledge on FDP and their importance, and then he also performed experiment on spectrophotometer. Further Dr. Shekhar Jain Associate Professor explained basic molecular techniques and how Primer designed with PCR technique. Mr. Yogendra Verma performed experiment on thermo-cycler for gene amplification. Mr. Verma also explained gel documentation for biomolecule (DNA/RNA) analysis on Gel-Doc instrument. In end of day Dr. Rajeev Ranjan explained in details about SDS-PAGE and western Blotting molecular techniques for protein molecules analysis and also performed in the bioinstrumentation lab. This FDP highlighted the objectives of the working skills and promote the basic understanding among the faculty members about the all instruments involve in the biomolecule analysis, which will helps lab experiment during laboratory classes and improve their educational outcome and academic performance at various levels. The whole program was coordinated by Mr. Yogendra K Verma, Assistant Professor, Faculty of Life Sciences.

Online National Webinar



Biomass Feedstock Selection: The webinar began with discussions on the importance of selecting appropriate biomass feedstocks, considering factors such as availability, environmental impact, and economic viability. Experts highlighted the significance of diversifying feedstock sources to avoid over-reliance on any single resource.

Sustainable Biomass Production: Participants emphasized the need for sustainable biomass production practices, including responsible land management, efficient agricultural techniques, and forest management strategies to prevent degradation and deforestation.

Logistics and Transportation: Efficient logistics and transportation are crucial for a sustainable biomass supply chain. Presentations focused on optimizing transportation routes, reducing emissions, and integrating different modes of transport to minimize the environmental footprint.

Technological Innovations: The webinar showcased cutting-edge technologies for biomass energy conversion, such as advanced pyrolysis, gasification, and co-firing methods. These innovations aim to enhance the efficiency of biomass-to-energy processes while reducing greenhouse gas emissions.

Policy and Regulatory Frameworks: Panel discussions delved into the importance of supportive policy and regulatory frameworks to encourage the adoption of sustainable biomass renewable energy. Participants highlighted the need for incentives, subsidies, and regulations that promote responsible biomass sourcing and utilization.

Community Engagement: The role of local communities in biomass supply chain management was emphasized. Sustainable practices require the active involvement and support of communities living in and around biomass-rich regions.

Challenges and Solutions: Several challenges related to sustainable biomass supply chain management were identified, such as land use conflicts, limited infrastructure, and financial barriers. The webinar aimed to propose collaborative solutions to address these challenges effectively.

Department of Electrical and Electronics Engineering organized an Online National Webinar for the Students and Faculty members of all streams on the topic "Sustainable Biomass Renewable Energy Supply Chain Management" on August 05, 2023. 95 participated in webinars from Telangana, Tamilnadu, Rajasthan, Odisha, Gujrat, Karnataka, Maharashtra, Punjab, Andhrapradesh, and MP.

The National Webinar on "Sustainable Biomass Renewable Energy Supply Chain Management" was organized with the aim of promoting awareness and knowledge exchange on sustainable practices in the biomass renewable energy sector. The event brought together experts, researchers, policymakers, industry professionals, and stakeholders to discuss the challenges and opportunities in managing a sustainable biomass supply chain for renewable energy production.

OUTCOMES

Biomass resources that are available on a renewable basis and are used either directly as a fuel or converted to another form of energy product are commonly referred to as "feedstock's."

Biomass is expected to remain essential in developing hydrogen at scale and will continue to evolve into other critical roles.

Biomass is also capable of providing firm energy. About 32% of the total primary energy use in the country is still derived from biomass and more than 70% of the country population depends upon it for its energy needs.

Biomass energy has the potential to be a good renewable energy source for India's rural areas.

Beauty Lies

EVERYWHERE

Beauty Lies everywhere .?
It has no definite size ,shape
and colour.

It resides in every heart
without any discrimination or
being apart .?
It's just like light in the
darkness.?

It's like scare we have but,
never ashamed to show .
It's acceptance when we are
ready to accept ourself with
all our imperfection ?

Beauty is a time after facing
so much? failure we never
think to quiet .

Beauty is sorrows we
forgotten by smile
Beauty is when the bird sing
and new song is composed.

Beauty is love and happiness
that
We never stop sharing.?
It's not about face or color
But it's all about simplicity or
imperfection.



SALONI DHANOTIYA
BAJMC 3 YEAR STUDENT



लोकतंत्र का दुरुपयोग बंद करने के लिए भारत में ज़रूरी है अनिवार्य मतदान”



लोकतंत्र एक ऐसी प्रणाली है जिसमें लोग स्वयं यह चुनते हैं कि कौन उन पर शासन करेगा। लोकतंत्र में शासन की सर्वोच्च सत्ता जनता के हाथों में समाहित होती है। जनता ही शासन में सक्रिय भूमिका निभाती है। जनता को सरकार का निर्माण करने के साथ-साथ शासन की जन विरोधी नीतियों तथा कानूनों का संवैधानिक ढंग से विरोध करने का अधिकार भी प्राप्त है। भारत में जब जनता देश का राजा चुनती तो वे सिर्फ़ उनका प्रतिनिधित्व कौन करेगा यह नहीं देखती बल्कि 5 साल देश की अर्थ व्यवस्था, रक्षा स्वास्थ्य, शिक्षा खेल और भी चीजों के प्रतिनिधित्व को सुनिश्चित करती है।

भारत में चुनाव को सिर्फ़ एक प्रक्रिया के तौर पर नहीं बल्कि एक त्योहार की तरह मनाया जाता है। लेकिन क्या सही मायने में भारत की जनता इस त्योहार में शत प्रतिशत तरीके से भागीदारी लेती है? इस का जवाब है नहीं। 2019 में संपन्न हुए लोकसभा चुनावों में 542 निर्वाचन क्षेत्रों में 67.11% मतदान हुआ जो अब तक का सर्वाधिक मतदान प्रतिशत है। 2014 के 65.95% मतदान की तुलना में 1.16% अधिक मतदान हुआ। 74 साल बाद भी देश के 33 प्रतिशत लोग अभी भी वोट नहीं दे रहे हैं। इसके कई कारण हो सकते हैं। लेकिन हमें देश की जनता को जागरूक करना होगा। उन्हें ये बात बतानी होगी कि वोटिंग सिर्फ़ उनका अधिकार नहीं बल्कि उनका कर्तव्य है।

आज भारत में वोटिंग सबका अधिकार तो है लेकिन अनिवार्य नहीं है। वोटिंग अनिवार्य न होने के क्या नुकसान हैं और उसे अनिवार्य करके कैसे जन जन को देश के विकास में भागीदार बना सकते हैं आइए जानते हैं। कई देशों में जहां मतदान करना विकल्प है, शोधकर्ताओं ने पाया है कि मतदान का प्रतिशत 50 प्रतिशत तक भी नहीं पहुंचता है। कम मतदान अक्सर अयोग्य उम्मीदवारों को जीत हासिल करने का कारण बन जाता है। भारत के कई हिस्सों में मतदाताओं में उदासीनता एक बड़ी समस्या बन गई है। स्थानीय और केंद्र सरकारें लोगों को वोट देने के लिए प्रोत्साहित करने वाले अभियान बनाने के लिए भारी मात्रा में धन और संसाधन खर्च कर रही हैं। यदि मतदान अनिवार्य कर दिया जाए, तो इस व्यय को समाप्त किया जा सकता है।

वोटिंग अनिवार्य करने वाले देशों में एक सबसे बड़ा उदाहरण है ऑस्ट्रेलिया। इसने अपने सभी नागरिकों के लिए मतदान अनिवार्य किए जाने के वर्ष से प्रत्येक चुनाव में 90% से अधिक मतदान होने की सूचना दी है। वोटिंग प्रक्रिया को आसान बनाने के लिए स्थानीय और केंद्र सरकारें बड़ी संख्या में डाक मतदान प्रक्रिया, ऑनलाइन मतदान पद्धति का इस्तेमाल कर सकती हैं।

कई बार लोग द्वारा वोट देने के लिए पर्याप्त समय नहीं होने का हवाला देते हैं। यह सबसे आम बहानों में से एक के रूप में दिया जाता है। अगर पूरा देश क्षेत्रीय या केंद्र सरकार के प्रदर्शन का मूल्यांकन करता है, तो चुनाव भारतीय आबादी की सच्ची उम्मीदों और आकांक्षाओं को प्रतिबिंबित करेंगे। नजरिया बदलिए जनाब, नजारे अपने आप बदल जाएंगे। जब मतदाता होंगे जागरूक तो मतदान के प्रति जो देश की स्थिति अपने आप बदल जाएगी।



मुकुल सिंह , तृतीय वर्ष छात्र
BAJMC मंदसौर विश्वविद्यालय

OTT over-the-top

आप सबने कहावत तो सुनी ही होगी कि मनुष्य जो देखता है, वही सीखता है और वैसा ही बन जाता है। इस कहावत को कहने का मेरा मकसद है आपका ध्यान एक ऐसी डिजिटल और गंभीर सामाजिक समस्या की ओर करना है, जिसका हाथ पूरा देश के भविष्य यानि युथ को बर्बाद करने में है और मैं बात कर रही हूँ OTT प्लेटफॉर्म की!

OTT यानि क्या ?

जी हां 'OVER THE TOP' के नाम जाना जाता है, ओटीटी ने दर्शकों को ना सिर्फ ज़्यादा विकल्प दिए हैं, बल्कि कलाकारों को भी काफी मौके मिल रहे हैं। छोटे कलाकारों को भी इन प्लेटफॉर्म के जरिए अपनी प्रतिभा दिखाने का मौका मिला है। वहीं, इससे निर्देशक को अपनी कला को पेश करने की ज़्यादा आज़ादी मिली है। नेटफ्लिक्स और अमेज़न प्राइम जैसे इंटरनेशनल ओटीटी चैनलों ने शानदार कंटेंट के रूप में जगह ब लगे हैं अपराध नाई है और इसी कारण से इसने इतनी लोकप्रियता प्राप्त कर ली है कि अब हर कोई इसे पसंद करने लगा है और सबसे ज़्यादा इसने युवाओं का ध्यान आकर्षित किया है।

क्यों बढ़ने लगे हैं अपराध?

इन सीरीज़ में आपराधिक मामलों में वृद्धि ऐसे सीरीज़ आम तौर पर बताया जाता है या मानो एक प्रचार का काम करते हैं, जो युवाओं के दिमाग पर असर डालता है। वेब सीरीज़ में इस्माल किए जाने वाली सामग्री गाली-गलोच, अश्लील सीन, अपशब्दों का जिस तरह से प्रयोग किया जाता है, वो असर डालता है और वैसा ही व्यवहार में देखने को मिलता है। और जब इस पर बात की गई, तो निर्देशकों ने बताया की ओटीटी एक ऐसा प्लेटफॉर्म है, जो हर कोई अकेले ही देखता है तो इसमें कोई आपत्ति नहीं होनी चाहिए, यानि अगर इनकी बात मानी जाये, तो क्या फिर हम ऐसे इस मुद्दे को छोड़ दें? बर्बाद होने दें? अपने देश के भविष्य को बर्बाद होता देखें।

विदेशी कंटेंट की भरमार ?

इन प्लेटफॉर्म पर ज़्यादातर कंटेंट विदेशी भाषा का है, इसलिए भारतीय भाषाओं में बनी वेब सीरीज़ लगभग एक जैसी है। फिल्म बनाना एक महंगा काम है। ऐसे में ओटीटी प्लेटफॉर्म जोखिम लेने से बच रहे हैं। वहीं, जिस तरह से टीआरपी टीवी में मेकर्स पर छाई रहती है। ठीक यही गेम सब्सक्रिप्शन के नाम पर ओटीटी प्लेटफॉर्म पर चल रहा है।



सरकार के हस्तक्षेप की ज़रूरत क्योंकि ?

अगर इस तरह के कंटेंट चलते रहे तो, आने वाले समय में हमारे युवाओं के दिमाग से ये सब चीज़ें एक अलग ही जगह बनाए लेंगी, जो बहुत ही गलत साबित होगा, क्योंकि जैसा देखोगे और वैसा ही बन जाओगे वाली नीति अखंड सत्य है और अब रुत है सरकार को इसके लिए थोड़ा सतर्क होने की क्योंकि यह आने वाले टाइम में बहुत ही हानिकारक साबित हो सकता है।



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The department of Journalism and Mass Communication always sought best career and looked up to the future prospectus for its students. We provide internships in famous news outlets apart from giving first hand practical experience in the field of mass communication and journalism.

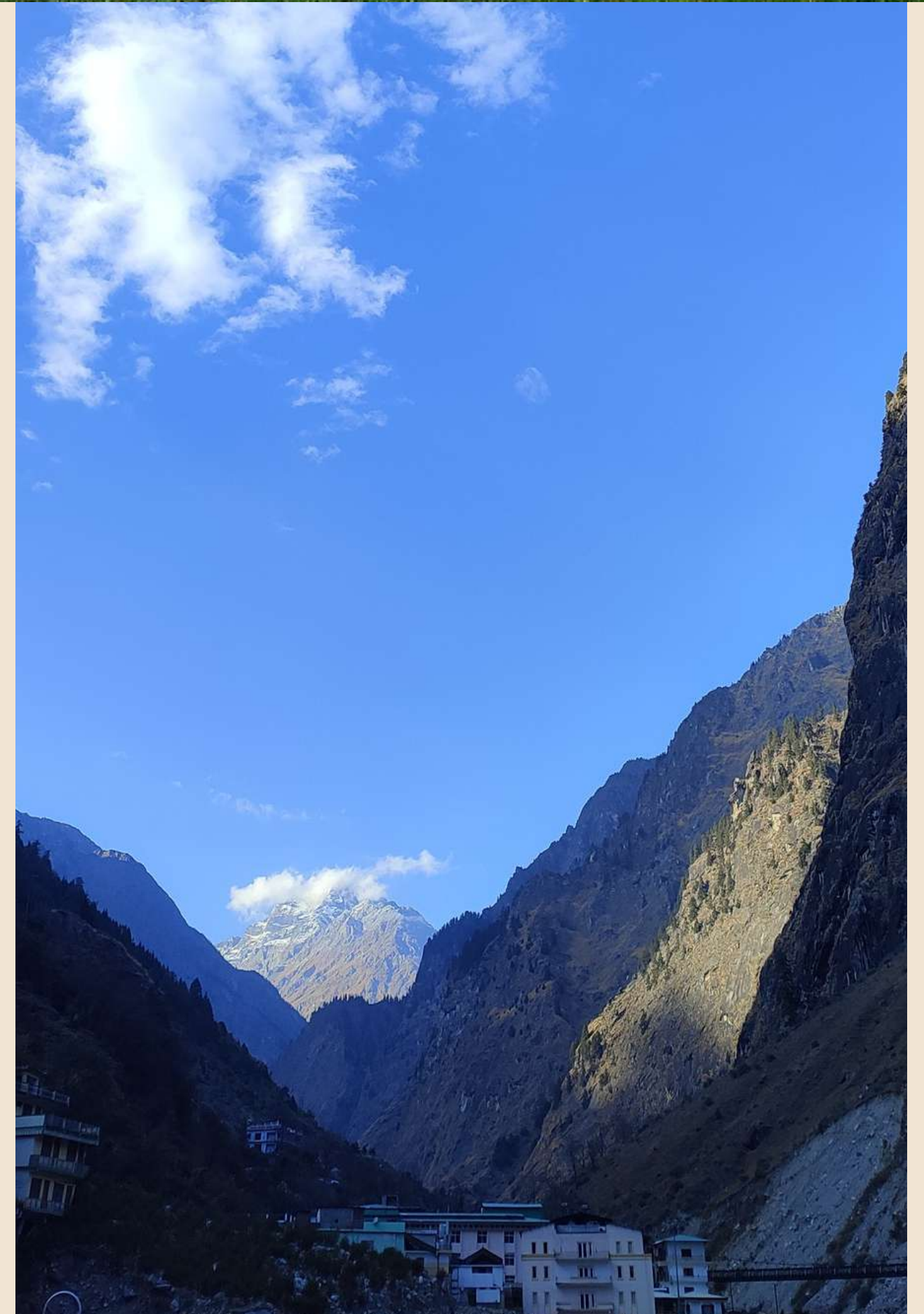
We wish both of them a very wonderful days and bright future ahead.



PLACEMENT

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