

MU Buzz

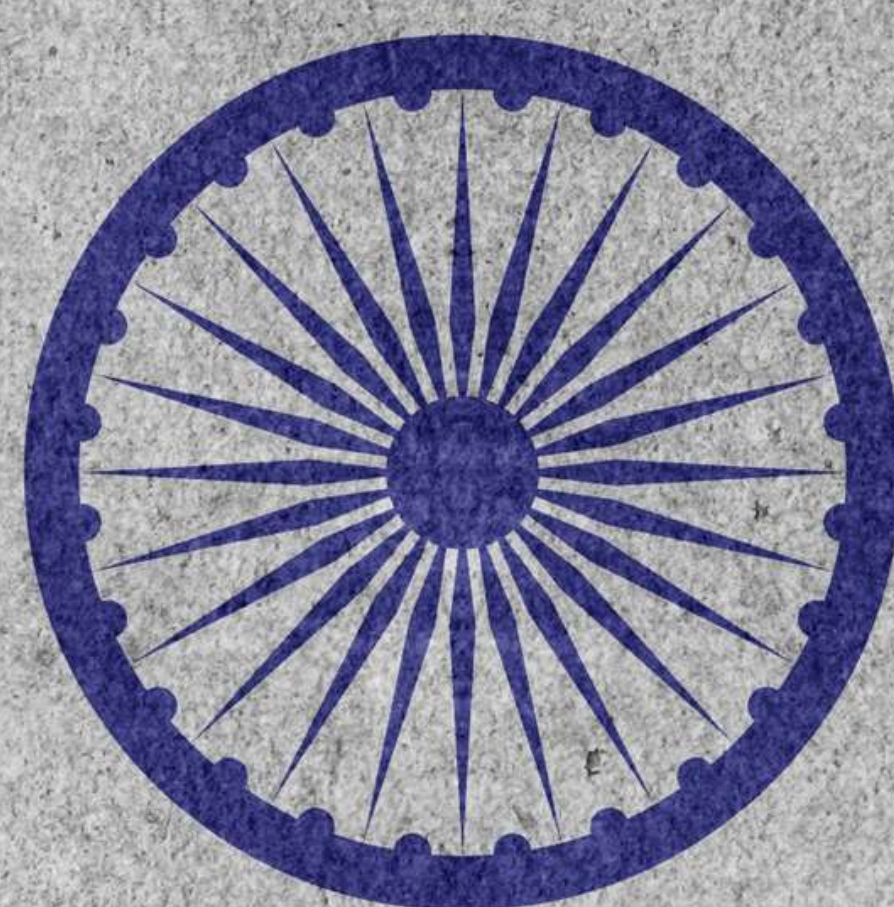


MANDSAUR
UNIVERSITY
MAKING FUTURE READY!

Vol 5. Issue 11 Mandsaur University, Jan 2024

Happy Republic Day

75TH



Viksit Bharat

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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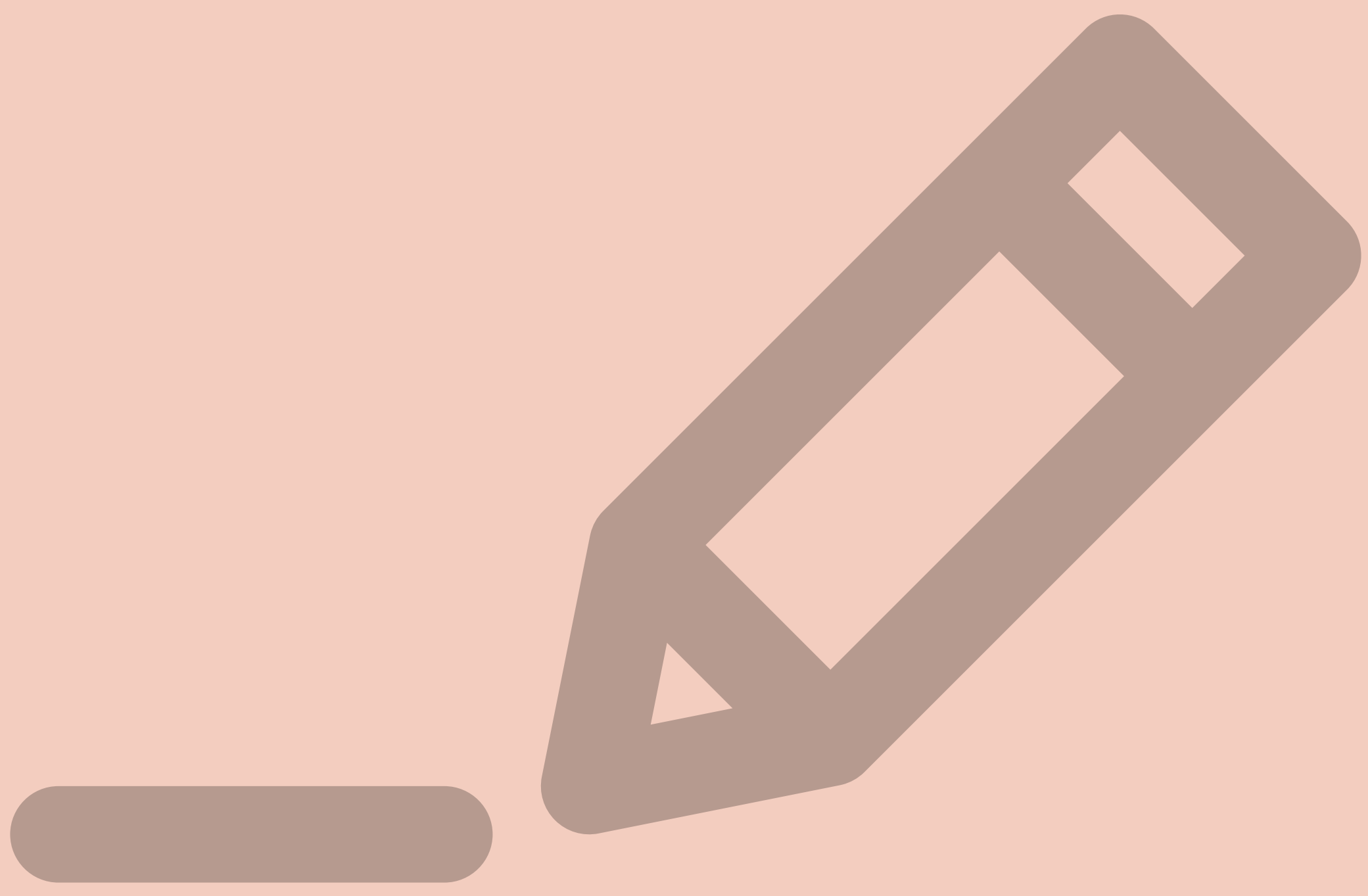
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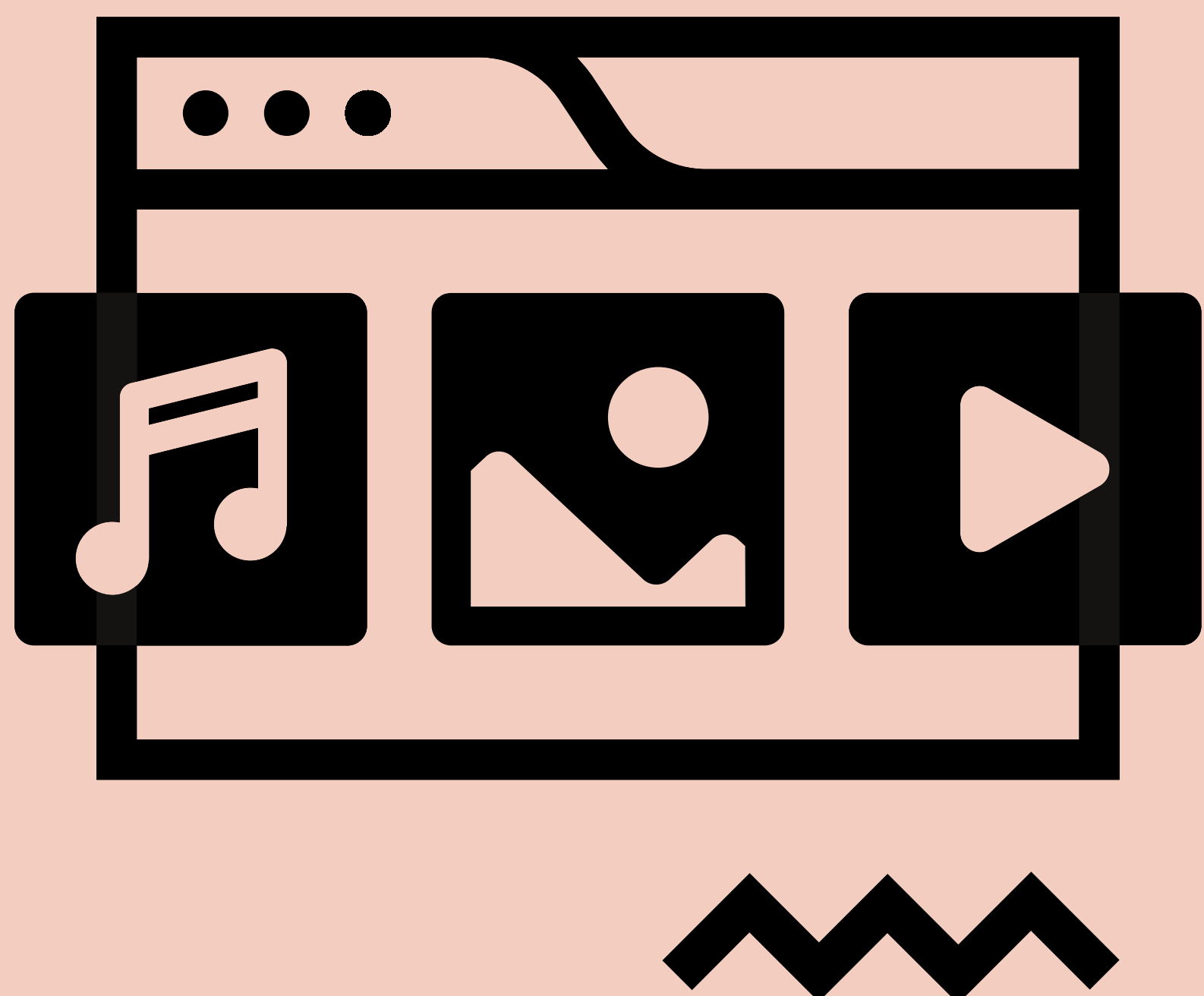
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75वा गणतंत्र दिवस पर मंदसौर विश्वविद्यालय में लगाया तिरंगा

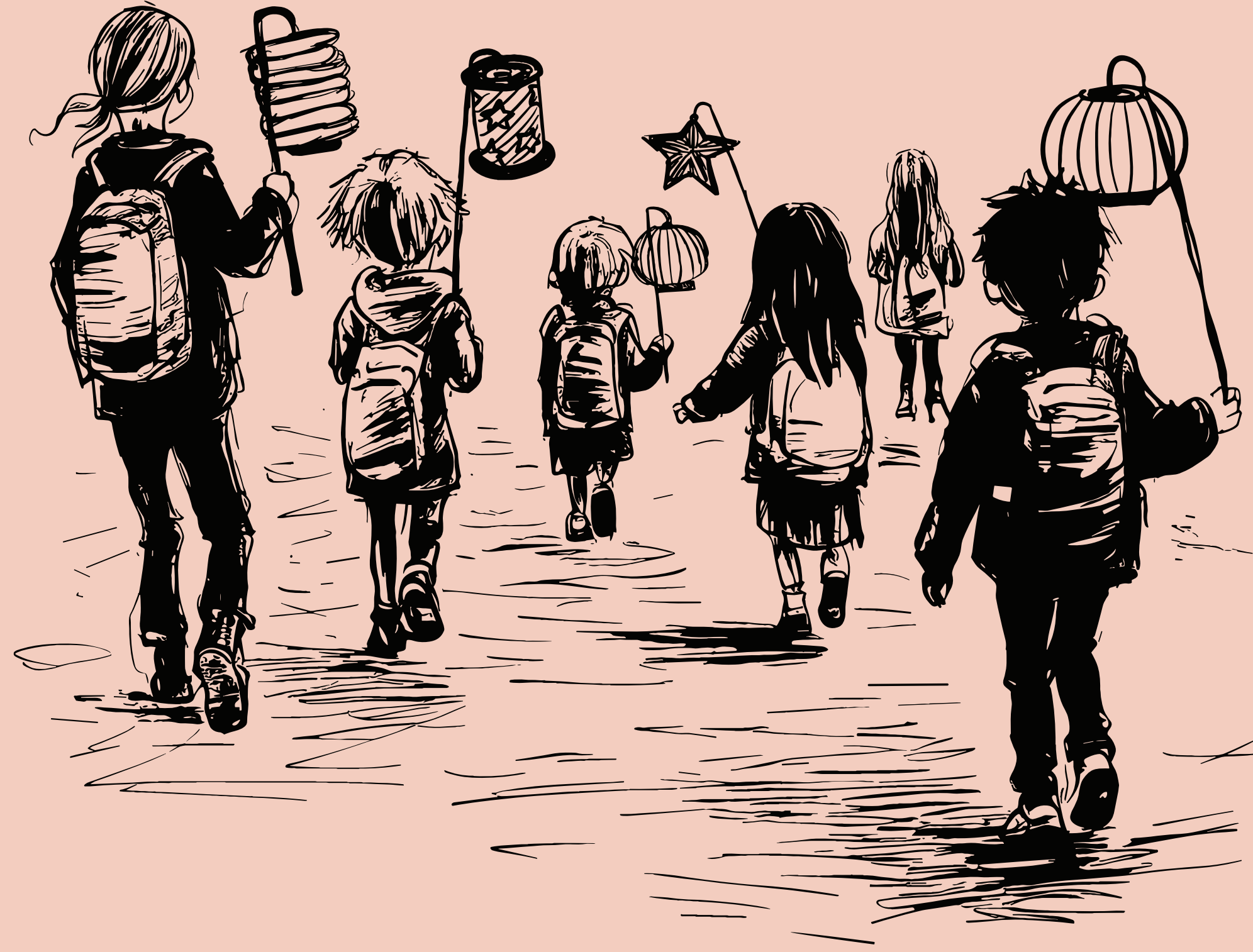
अंजलि सोनी

गणतंत्र दिवस के अवसर पर मंदसौर के बी.आर. नाहटा विश्वविद्यालय में विश्वविद्यालय के कुलाधिपति द्वारा ध्वजारोहण किया गया। इस अवसर पर देशभक्ति पूर्ण सांस्कृतिक आयोजन किए गए। जहां विश्वविद्यालय एवं एम. आई. एस. स्कूल के छात्रों ने बढ़-चढ़कर हिस्सा लिया। एम. आई. एस. स्कूल के बच्चों द्वारा देशभक्ति के गीत एवं नृत्य प्रस्तुत किए गए। मंदसौर विश्वविद्यालय के छात्रों द्वारा सांस्कृतिक प्रस्तुति दी गई। इस उपलक्ष पर मंदसौर विश्वविद्यालय के कुलाधिपति नरेंद्र नहाटा द्वारा दिए गए भाषण में उन्होंने कहा कि "आप कभी यह न सोचे कि आपको सब कुछ आता है,

या आप सब कुछ सीख चुके हैं, आप जिंदगी में हमेशा कुछ न कुछ नया सीखने हैं और अपने अंदर हमेशा कुछ नया सीखने की चाहत होनी चाहिए।" उन्होंने स्वयं के लिए भी कहा कि "मैं स्वयं को बेहद सौभाग्यशाली मानता हूं कि 75 वा गणतंत्र दिवस हम मना रहे हैं, साथ ही साथ उन्होंने कहा कि भारत का संविधान दुनिया के लिए आदर्श है, और सभी देशवासियों को गणतंत्र दिवस की शुभकामनाएं दी।" साथ ही साथ मंदसौर विश्वविद्यालय के दिन एकेडमिक्स ने सभी को गणतंत्र दिवस की बधाइयां देते हुए कहा कि "आज देश साइंस एंड टेक्नोलॉजी के विकास का साक्षी बन रहा है जैसा कि सभी देख रहे हैं, ए.आई. दुनिया भर में विकास कर रहा है, और इसी के साथ हमारा देश भी विकास की ओर बढ़ता जा रहा है।"

यह जानकारी मंदसौर विश्वविद्यालय के पत्रकारिता एवं जनसंचार विभाग द्वारा दी गई।





National Youth Day Celebration

In view of the National Youth Day, the Social Awareness & Environment Sustenance Club (NSS Unit) of Mandsaur University organized Expert Lecture and Live telecast the inauguration of National Youth Festival by Hon'ble Prime Minister Shri Narendra Modi for the students of Mandsaur University on 12.01.2024 under Red Ribbon Club activity to commemorate the birthday of "Swami Vivekananda".

At the beginning of the program, Dr. Shekhar Jain, Director NSS welcomed the guest Dr. Amit Jain, Dean IQAC, Dr. Najmuddin Khan, Assistant Professor, Department of Physical Education and Mr. Abhay Kumar Dixit, Assistant Professor, Faculty of Communication Skill. The program started with garlanding ceremony of Swami Vivekananda and lamp lightning followed by felicitation of experts with bouquet by Dr. Shekhar Jain. On this auspicious occasion, Dr. Shekhar Jain addressed the volunteers and motivated them to set high goals and achieve it through great efforts with smart work. He also shared the concept of Red Ribbon Club (RRC), its objectives and strengthening of RRC unit.

Afterwards, the expert lecture begins with vitalizing words of the Mr. Abhay Kumar Dixit. He motivated the students about importance of yoga and highlighted the role of yoga in the student's life. Later on, Dr. Najmuddin Khan motivated the students on role of youth in society. He enlightened the youth about the healthy life style and the importance of balanced life. Followed by the Expert talk, the inauguration session of 27th National Youth Festival, Nasik, Maharashtra and Prime Minister's speech was telecast live at Mandsaur University. Hon'ble Prime Minister motivated volunteers for the societal and Nation development.

The whole program was anchored by student coordinators Ms. Divya Patidar, Ms. Prachi Solanki and Ms. Aashavini Pandya from Life Sciences and successfully coordinated by the faculty coordinator Ms. Teena Yadav (Secretary NSS), Mr. Daya Shankar Singh (Coordinator Campus 1) and Mr. Vinod Parihar





The National Service Scheme (NSS) Day is celebrated every year with great enthusiasm and aims to instill the idea of social welfare in students, and to provide service to society without bias. With the same aim, Social Awareness & Environment Sustenance Club (NSS Unit) of Mandsaur University has

conducted different activities in view of the National Youth Day, the Social Awareness & Environment Sustenance Club (NSS Unit) of Mandsaur University organized a Speech competition for the students of Mandsaur University on 12.01.2024 under Red Ribbon Club activity to commemorate the birthday of "Swami Vivekananda".

At the beginning of the program, Dr. Shekhar Jain, Director NSS welcomed the judges for the speech competition Dr. Najmuddin Khan, Assistant Professor, Department of Physical Education and Mr. Abhay Kumar Dixit, Assistant Professor, Faculty of Communication Skill. The program started with the briefing about the rules and regulation of the Speech competition by Ms. Teena Yadav, Secretary NSS followed by the speech competition wherein students expressed their views on the following topics-

1. Viksit Yuva-Viksit Bharat (विकसित युवा-विकसित भारत),
2. Lifestyle of Today's youth: personal view (आज के युवाओं की जीवनशैली: व्यक्तिगत दृष्टिकोण) and
3. Role of youth in society (समाज में युवाओं की भूमिका).

In total, 35 students from various department expressed their thoughts on the topics mentioned wherein following students achieved rewarding positions and awarded with certificates and prize-

1. Ms. Kratika Goyal MBA I Year, First Position
2. Mr. Mukul Singh Morawat BA (JMC) III Year, Second Position
3. Ms. Vrinda Ranawat B. Tech CSE III Year, Third Position

The whole program was anchored by student coordinators Ms. Divya Patidar, Ms. Prachi Solanki and Ms. Aashavini Pandya from Life Sciences and successfully coordinated by the faculty coordinator Ms. Teena Yadav (Secretary NSS), Mr. Daya Shankar Singh (Coordinator Campus 1) and Mr. Vinod Parihar (Coordinator Campus 2) along with student coordinator Umesh Dangi (B. Sc. Agriculture III year), Pratik Sharma (B. Sc. Microbiology III year) and Bharat Choudhary (BBA II year). At the end of program, Dr. Shekhar Jain expressed vote of thanks to all. He addressed the volunteers, enlightened them about the importance of National youth day and motivated them to set high goals and achieve it through great efforts with smart work.

Activities like creating awareness about the NSS program, cleaning our campus, and caring for our environment on 24 th September 2023. The brief details of the activities conducted are as follows:

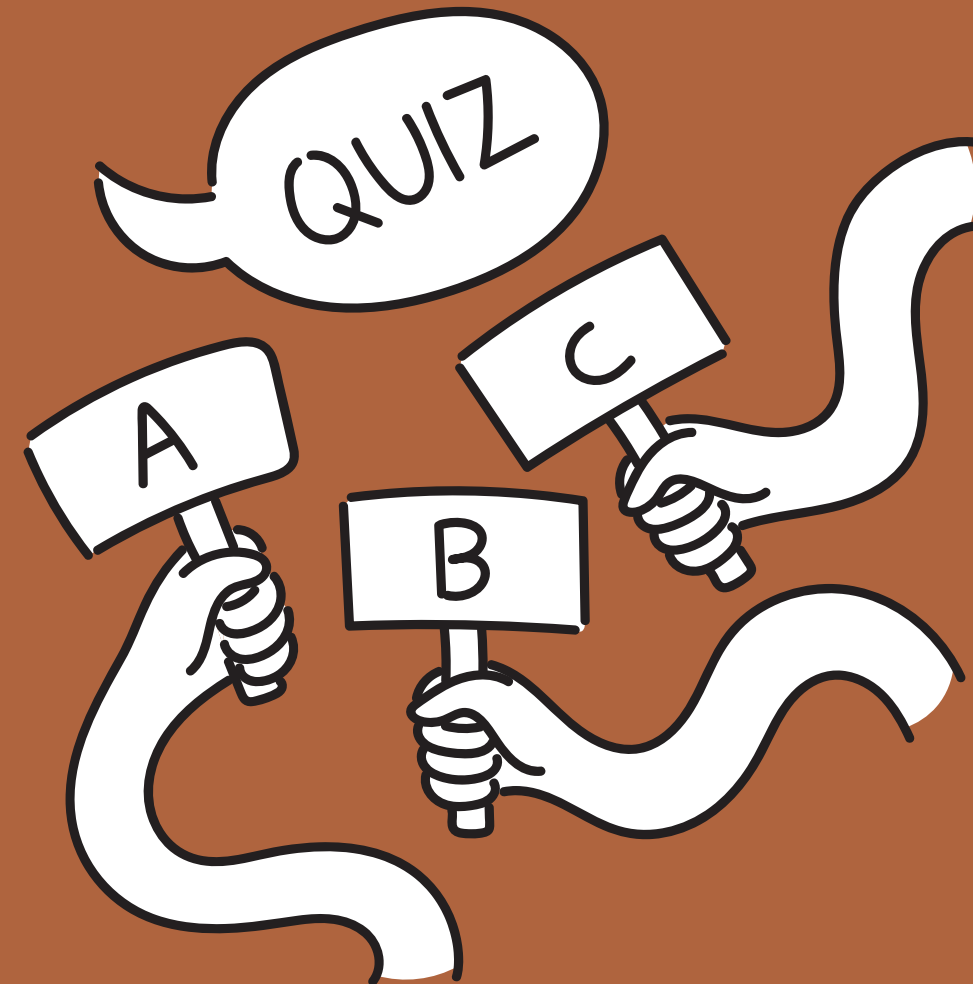
1. Awareness Campaign- To kick start the NSS Day celebration, an awareness campaign was organized. NSS volunteers conducted informative sessions to educate students about the NSS program objectives and benefits. They emphasized how NSS can be a platform for personal growth, community service, and social responsibility.
2. Cleaning Campus- A clean and hygienic environment is crucial for the well-being of our community. NSS volunteers, along with fellow students, actively participated in a campus cleaning drive. We cleaned common areas, removed litter, and ensured that our campus was pristine. This initiative aimed to instill a sense of cleanliness and responsibility among students.
3. Caring for Plants- Recognizing the importance of environmental conservation, a tree planting and caring activity was organized. Volunteers planted new trees and nurtured existing ones on the campus. This initiative not only beautified our surroundings but also contributed to our commitment to environmental sustainability.
4. Interactive Sessions- Half of the day, interactive sessions were conducted, where NSS volunteers shared their experiences and the impact of their service activities. This allowed students to understand the personal growth and fulfillment that can be achieved through NSS participation.
5. NSS Pledge- The day concluded with all participants taking the NSS pledge, reaffirming their commitment to selfless service, community development, and social responsibility. Dr. Shekhar Jain, Director NSS, praised the NSS volunteer's and faculty coordinator efforts and encouraged students for keeping such practice in daily life and spread NSS message in the society.

Ms. Teena Yadav (Secretary NSS) facilitated and guided students for the program. The program was successfully coordinated by the faculty coordinator Mr. Dayashankar Singh (Coordinator Campus 1) along with student coordinator Mr. Umesh Dangi (B. Sc. Agriculture III year).



Speech Competition

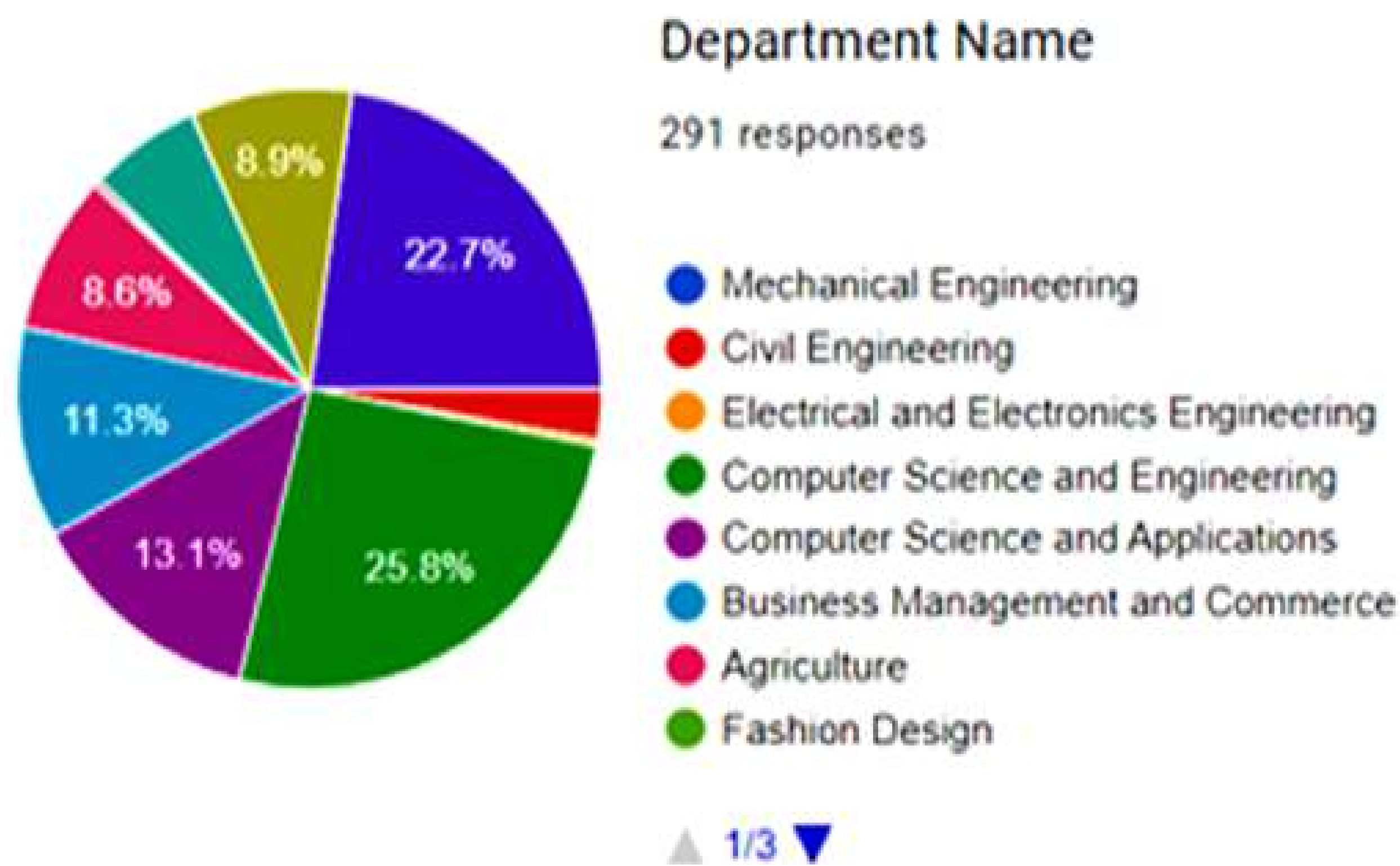
QUIZ COMPETITION



Organized by

Social Awareness & Environment Sustenance Club (NSS Unit)





In view of the same the Social Awareness & Environment Sustenance Club (NSS Unit) of Mandsaur University in association with Red Ribbon Club has organized an Quiz Competition' on the theme "National Youth Day" from 10th to 12th January 2024. The main motive of the quiz competition was to aware the students about the Moto and objectives of this day. The Quiz competition program was conducted in the online mode via Google Form. A good number of students from different departments participated in the quiz competition. In total, 291 students across the different department of Mandsaur University participated in the quiz competition and following students have achieved rewarding positions in the same.

1. Sumit Sharma B.Sc Microbiology, II Year, First **Position**
2. Vaibhav Soni MBA, I Year, Second **Position**
3. Hemant Kunwar B.Ed, I Year, Third **Position**
4. Pradeep Vyas B.Sc Microbiology, III Year, Fourth **Position**
5. Bharat Chaudhary BBA, II Year, Fifth **Position**
6. Priyansh Sharma B.Ed, I Year, Sixth **Position**
7. Janvi Adwani BBA, I Year, Seventh Position **Position**
8. Komal Pravin Jain B.Pharma, II Year, Eighth **Position**
9. Adarsh Kemaliya B.Sc Agriculture, I Year, Ninth **Position**
10. Ayush Dhangar B.Sc Microbiology, III Year, Tenth **Position**



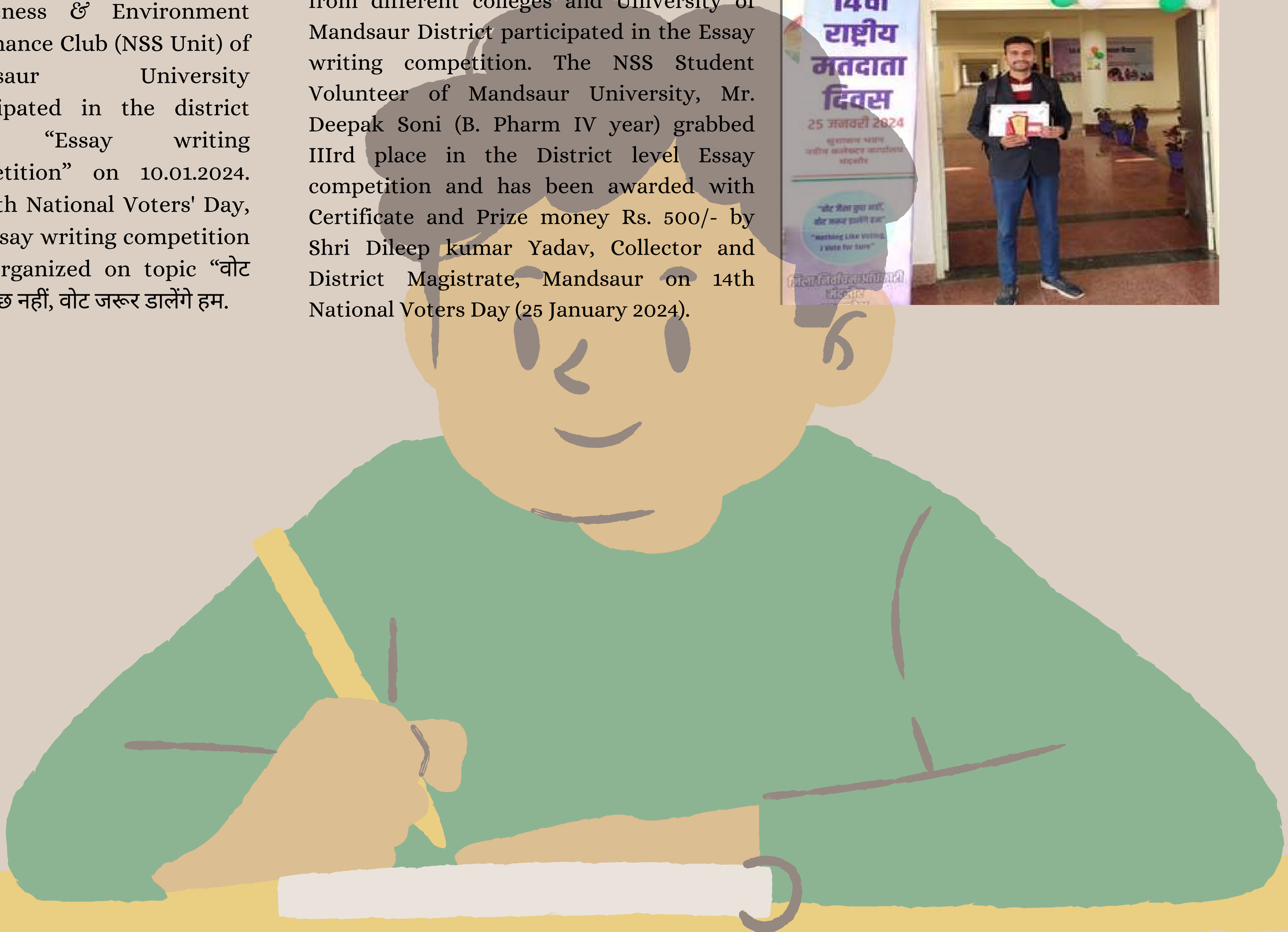
The winners of quiz competition were awarded with certificate and prize on the occasion of National Youth Day Celebration by chief guest Dr. Najmuddin Khan, Assistant Professor, Department of Physical Education and Mr. Abhay Kumar Dixit, Assistant Professor, Faculty of Communication Skill along with Dr. Shekhar Jain Director NSS. The concluding remark with vote of thanks was given by Dr. Shekhar Jain, Director NSS. The quiz competition was successfully coordinated by the faculty coordinator Ms. Teena Yadav (Secretary NSS).

IN DISTRICT LEVEL ESSAY WRITING COMPETITION ON NATIONAL VOTERS DAY

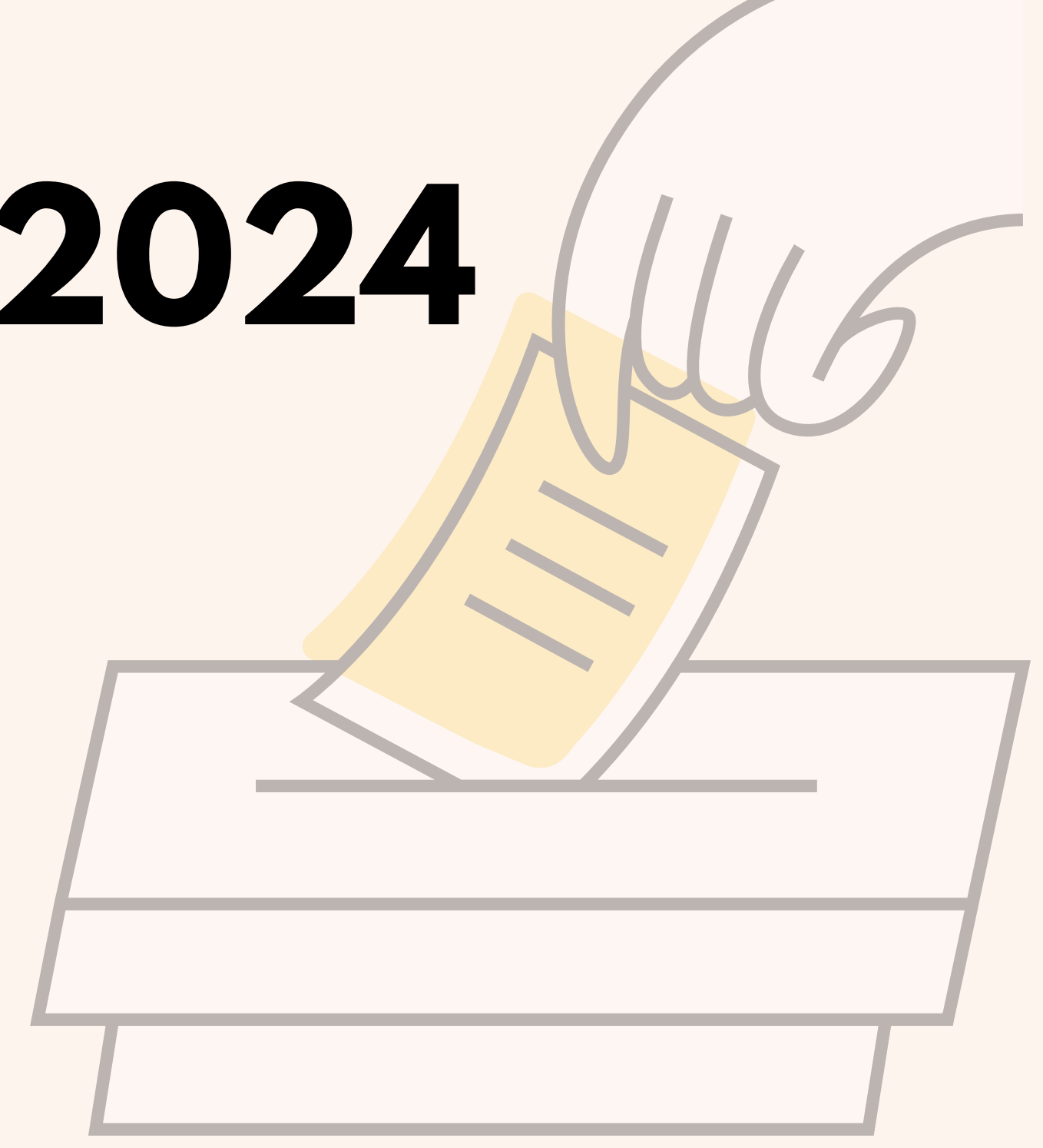
The main purpose of the National Voters' Day celebration is to create electoral awareness amongst citizens and encourage them to participate in the electoral process. In view of the same, the NSS volunteers of Social Awareness & Environment Sustenance Club (NSS Unit) of Mandsaur University participated in the district level "Essay writing competition" on 10.01.2024. On 14th National Voters' Day, the Essay writing competition was organized on topic "वोट जैसा कुछ नहीं, वोट जरूर डालेंगे हम."

As per instructions of Chief Electoral Officer M.P. Bhopal, the district level "Essay writing competition" was organized at Govt. P.G. College Mandsaur. Before proceeding for the participation, Dr. Shekhar Jain, Director NSS, Mandsaur University interacted with the participant volunteers and motivated them for the competition. NSS Volunteers from different colleges and University of Mandsaur District participated in the Essay writing competition. The NSS Student Volunteer of Mandsaur University, Mr. Deepak Soni (B. Pharm IV year) grabbed IIIrd place in the District level Essay competition and has been awarded with Certificate and Prize money Rs. 500/- by Shri Dileep kumar Yadav, Collector and District Magistrate, Mandsaur on 14th National Voters Day (25 January 2024).

The participation of Mandsaur University NSS Unit in the program was coordinated by Dr. Shekhar Jain, Director, NSS along with Ms. Teena Yadav (Secretary NSS).



NATIONAL VOTERS DAY-2024 ACTIVITY



The Social Awareness & Environment Sustenance Club (NSS Unit) of Mandsaur University conducted Voter awareness program for the new voter students as well as live telecast the interaction of Hon'ble Prime Minister of India Shri Narendra Modi at Nammo Nav Matdata Sammellan 2024 under Electoral Literacy Club (ELC).

The program started with welcoming of new voter students by Dr. Shekhar Jain, Director, NSS, MU. The main objective behind the celebration is to encourage, facilitate, and maximize enrolment, especially for new voters. During his interactions, he discussed with the students about the process of online and offline registration as a voter and eligibility criteria for the same. He encouraged eligible students for the registration as well as urged for the spreading awareness about it in the society also.

Afterwards, during the live telecast of Nammo Nav Matdata Sammellan 2024, Honorable Prime Minister of India Shri Narendra Modi addressed the youth of India. He said that, "The age between 18 to 25 shapes the life of a youth as they witness dynamic changes in their lives". He added that along with these changes they also become a part of various responsibilities and during this Amrit Kaal, strengthening the democratic process of India is also the responsibility of India's youth. He asserted, "the next 25 years are crucial for both India and its youth. It is the responsibility of the youth to transform India into a Viksit Bharat by 2047. He added, "The role of youth is to enable 'Let us vote & let us make them vote' for a prosperous and secure India. In conclusion, he said, "The youth of India must exercise their power to vote and must express their opinions on the NaMo app.

During this activity at Mandsaur University, more than 150 volunteers registered themselves on Nav matdata campaign using the link <https://dotook.in>. The whole program was successfully coordinated by the faculty coordinator Ms. Teena Yadav (Secretary NSS), Mr. Daya Shankar Singh (Coordinator Campus 1) and Mr. Vinod Parihar (Coordinator Campus 2) along with student coordinator Umesh Dangi (B. Sc. Agriculture III year). At the end of program, Dr. Shekhar Jain expressed vote of thanks to all.





Participation in Republic Day Parade-2024

The NSS volunteers of Social Awareness & Environment Sustenance Club (NSS Unit) of Mandsaur University has participated in the Republic day parade on 26th January 2024. The training for the republic day parade was conducted under the guidance of Mr. Suresh Bairagi, Security In charge Mandsaur University. He trained the volunteers for the republic day parade and developed the basic skills in the volunteers on how to coordinate with each other.

On the auspicious day, the celebration began with march-past by NSS Volunteers along with the security guards followed by the National Anthem. Afterwards volunteers were graced by the motivational words of the Shree Narendra Ji Nahata, Hon'ble Chancellor, MU.

At the end of the program, Hon'ble Chancellor Sir interacted with the NSS Volunteers and motivated them for doing great work. Towards the end, Dr. Shekhar Jain, Director NSS praised the volunteers for their devotion and hard work.

The participation was successfully coordinated by the faculty coordinator Ms. Teena Yadav (Secretary NSS), Mr. Dayashankar Singh (Coordinator Campus 1) along with student's coordinator Mr. Umesh Dangi (Faculty of Agriculture).





FOOD FEST SHOOT

CREDIT - OM SHARMA
&
JAYESH ACHARYA



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
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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 ?

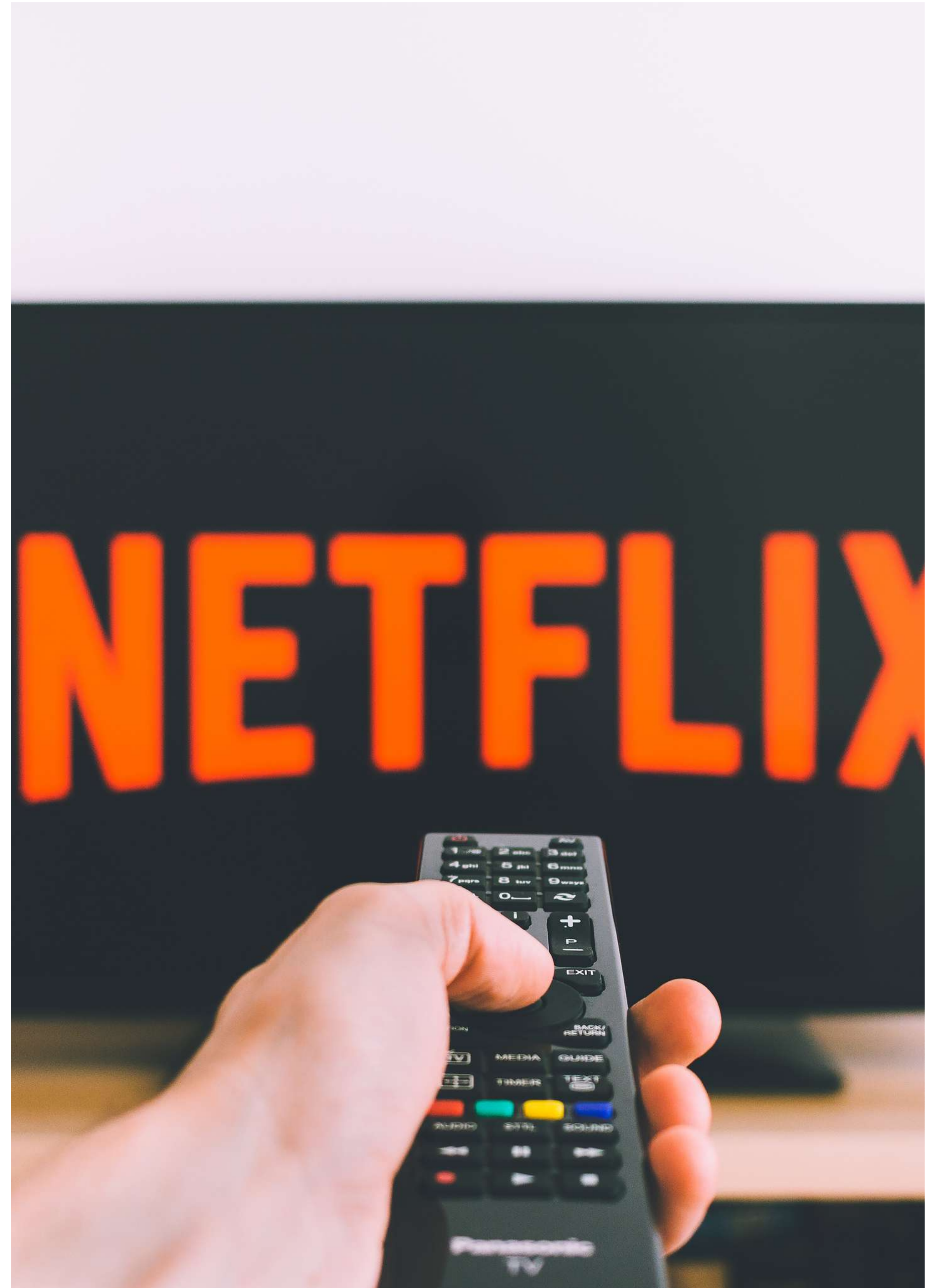
जी हां 'OVER THE TOP' के नाम जाना जाता है, ओटीटी ने दर्शकों को ना सिर्फ ज़्यादा विकल्प दिए हैं, बल्कि कलाकारों को भी काफी मौके मिल रहे हैं। छोटे कलाकारों को भी इन प्लेटफॉर्म के जरिए अपनी प्रतिभा दिखाने का मौका मिला है। वहीं, इससे निर्देशक को अपनी कला को पेश करने की ज़्यादा आज़ादी मिली है। नेटफ्लिक्स 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 रुकत 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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