

MU Buzz



MANDSAUR
UNIVERSITY
MAKING FUTURE READY!

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भारत 2023 INDIA



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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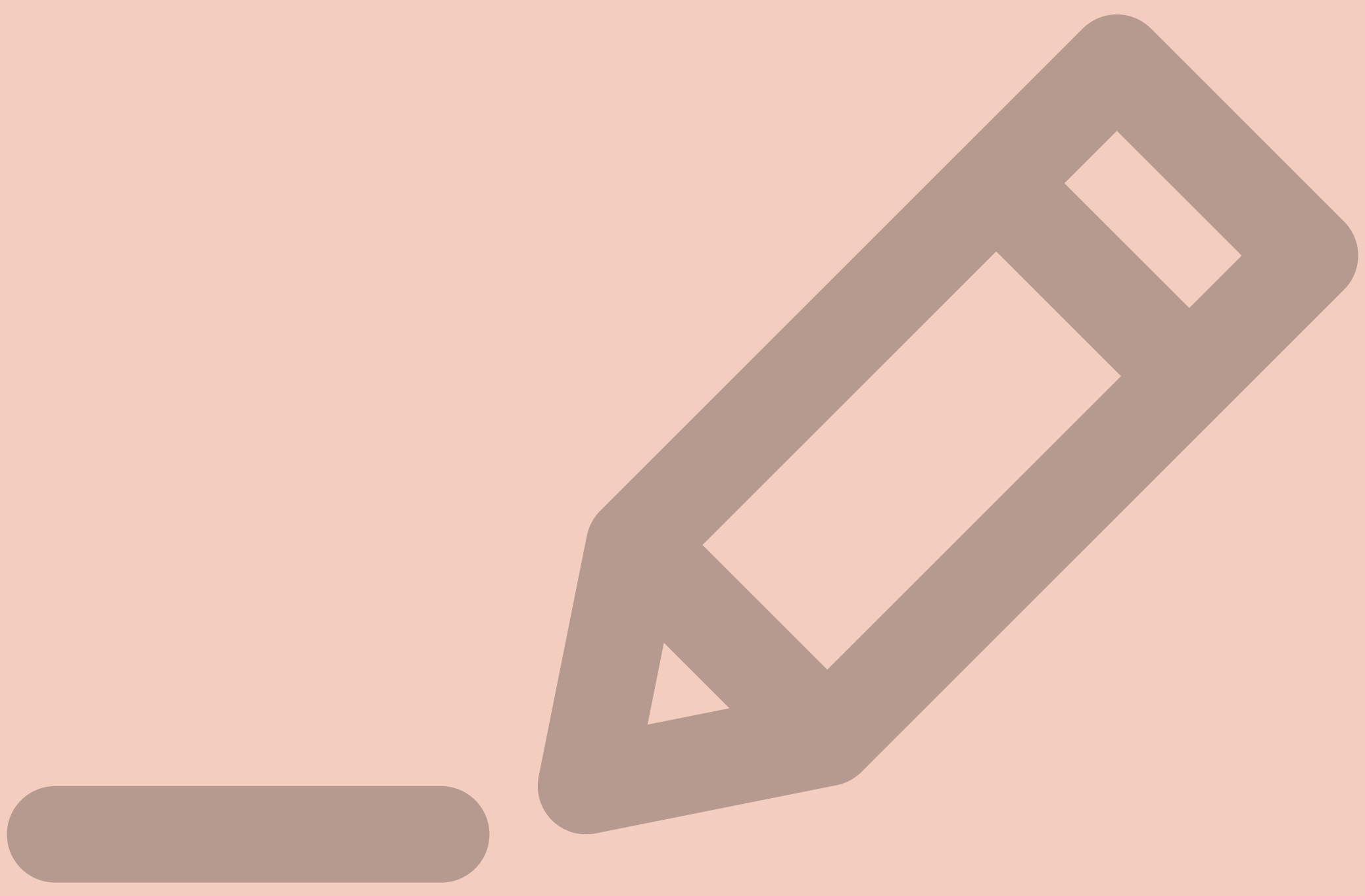
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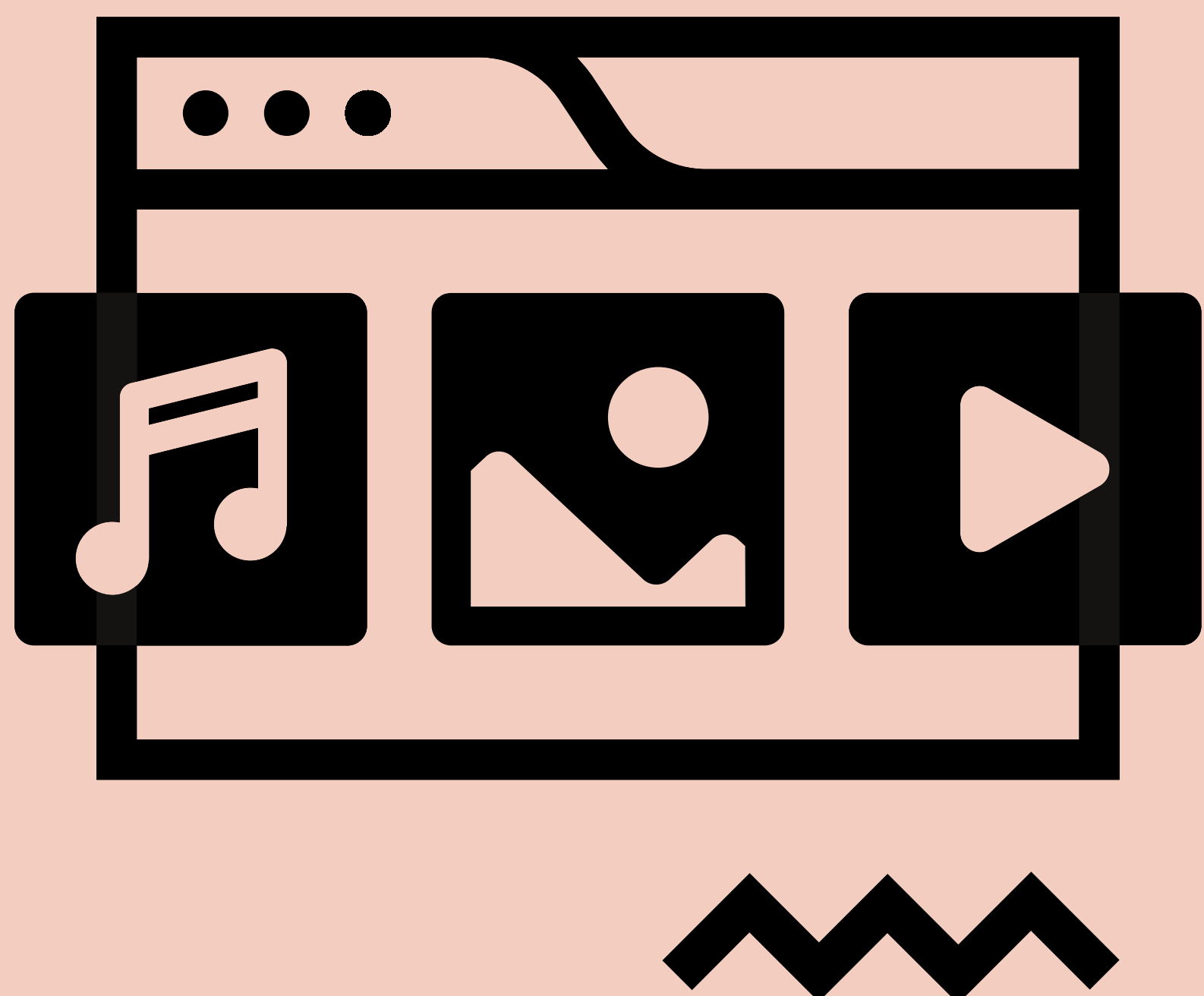
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WORLD TOURISM DAY



On World Tourism Day (September 27, 2023), we held a delightful program. There were four high-profile panel speakers from tourism academia and the tourism sector, such as the Taj Group of Hotels. They presented their own perspectives on the theme of "Tourism and Green Investment" as defined by the United Nations World Tourism Organization. There was a Quiz Program sponsored by Dtorr. We have received over 15-20 photographs and travel blogs from several universities in India, including Garden City University in Bangalore, Amity University, and many others. The conclusion of poster creation occurred at the university level. We had an inter-departmental Travel Elocution Competition on the theme. Our university students and faculty members put on a fantastic cultural program.



NSS DAY-2023 CELEBRATION



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 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 follow-

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).



**TALENT WINS GAMES,
BUT TEAMWORK AND
INTELLIGENCE WIN
CHAMPIONSHIPS.**



DEPARTMENTAL SPORTS COMPETITION

Conducted by Faculty of Life Sciences, Mandsaur University.



If there is one field of life which teaches us the most valuable lessons about perseverance, patience in fact what constitutes a perfect character, it is sports. With the same motive the Faculty of Life Sciences, Mandsaur University has organized a Departmental Sports Competition on 26.09.2023 & 27.09.2023 for the students of Life Sciences. This venture shall enable the students to have fun, learn new sports, enhance social interaction and tests one's physical capability. The most anticipated event commenced with the arrival of the highly distinguished chief guest Dr. Shamsheer Singh, HOD Physical Education Department, Dr. Rohit Sharma, Assistant Professor, Physical Education Department & Dr. Najmuddin Khan, Assistant Professor, Physical Education Department. The day's events were set to motion after the warm up session of the players. After warm up the students competed against one another in various sports events like 100 metres, 200 metres race, long jump, football, volleyball, badminton, kabaddi, TT, cricket, football, chess and basketball. All the players were awarded points on the basis of their performance and some other parameters. All players feel energetic at the end. At the end of the events, Dr. Mohammad. Irfan Ali, Associate Professor and Head, Faculty of Life Sciences, graced the students with his motivational words, expressed vote of thanks and gratitude to the chief guests for their presence and congratulated the students for their excellent performance. The sport event was successfully coordinated by Ms. Teena Yadav, Assistant Professor, Faculty of Life Sciences, Mandsaur University. All the faculty members were present during the event and encouraged the students.





CLEAN INDIA HEALTHY INDIA CAMPAIGN

The Swachh Bharat Abhiyan is the most significant cleanliness campaign by the Government of India. In view of Gandhi Jayanti, the Social Awareness & Environment Sustenance Club (NSS Unit) of Mandsaur University has conducted 'Clean India Healthy India campaign (स्वच्छ भारत स्वस्थ भारत अभियान) on 01.10.2023 and 03.10.2023 at the nearby area of Mandsaur University premises and at NSS adopted village Guradiya Deda.

In the beginning, Dr. Shekhar Jain, Director NSS motivated the students and discussed about the view of Mahatma Gandhi Ji on cleanliness. He said that as per Gandhi Ji, Sanitation is more important than independence and emphasized on importance of cleanliness for physical well-being and a healthy environment. As per the urge of Shri Narendra Modi Ji, Prime Minister of India, NSS Volunteers did shramdaan for cleanliness on 01.10.2023; they started the Swachhta Abhiyaan with a tag line "एक कदम स्वच्छता की ओर" (A step towards cleanliness). The volunteers also took a pledge to segregate (household, shop, establishment) waste in two dustbins, wet waste in Green and dry waste in Blue, as their contribution to the Swachh Bharat Abhiyan. On 03.10.2023 the volunteers did shramdaan in adopted village Guradiya Deda, Panchayat premises. The program started in the presence of Sarpanch and Secretary of village Guradiya deda with the lamp lightning in front of Mahatma Gandhi Ji. The volunteers cleaned the entire premises of the gram panchayat by uprooting congress grass, collecting plastics and other garbage, and making plant beds. Towards the end of the program, Dr. Shekhar Jain has appraised the NSS volunteer's efforts and encouraged them for keeping such practice in daily life and spread message of cleanliness in the society.

The program was successfully coordinated by the faculty coordinator Ms. Teena Yadav (Secretary NSS) along with student coordinator Mr. Umesh Dangli (B. Sc. Agriculture III year), Mr. Paras Adaniya (B. Sc. Agriculture III year) and Mr. Aman Singh (B. Pharma IV year).



Seminar on “RESEARCH METHODOLOGIES AND IPR”



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EEE

Department of Electrical and Electronics Engineering Mandsaur University in association with IQAC cell- EEE department Organized seminar on “Research Methodologies and IPR” on 7th October, 2023, for Students, Research scholars and faculty members. The resource person of the expert lecture was Dr. Vikas Soni, Professor & Principal MIT Kota. In his expert talk, he explained the steps required to follow up during research effectively. He pointed out that Literature review and Research objective are the key of success of research work. During his lecture he shared his experiences created with his research scholars and motivates all the participants to inculcate research culture in academics and teaching. He pointed out basics of IPR in academics and research. The event was coordinated by Dr. Manish Jain. At the end of the lecture HOD EEE Prof. Virendra Jain express his gratitude to speaker Dr. Vikas Soni for inspirational talk.



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NATIONAL NUTRITION WEEK 2023

Faculty of Agriculture Sciences, Mandsaur University

The National Nutrition Week 2023 was a week-long series of events dedicated to promoting awareness about the importance of nutrition in maintaining a healthy lifestyle. The events aimed to engage participants in various activities that emphasized the significance of proper nutrition. This report provides a brief overview of the key events organized during National Nutrition Week 2023. The themes for all the events conducted during the Nutrition Week-2023 were “

- 1) Healthy diet going affordable for all and
- 2) Suposhit Bharat, Shakshar Bharat, Shashakt Bharat”.

Essay Competition:

The Essay Competition was a highly anticipated event, encouraging participants to express their thoughts and knowledge on nutrition-related topics. Participants were invited to submit essays that addressed critical issues such as the importance of balanced diets, the role of nutrition in preventing diseases, and sustainable food choices. This competition fostered creativity and awareness among the participants, promoting informed discussions about nutrition.

Rangoli and Poster Competition:

The Rangoli and Poster Competition added a creative and visual dimension to National Nutrition Week. Participants were given the opportunity to showcase their artistic skills while conveying essential messages about nutrition through rangoli and posters. These visually appealing creations served as effective tools for spreading awareness about the significance of making healthy food choices.

Healthy Salad Preparation Competition:

The Healthy Salad Preparation Competition aimed to promote practical knowledge about nutritious meal options. Participants were challenged to prepare salads that were not only delicious but also packed with essential nutrients and maintaining hygiene. This competition encouraged innovation in the kitchen and educated participants about the benefits of incorporating fresh ingredients into their daily diets.

Idea Generation/Brainstorming:

The Idea Generation and Brainstorming session provided a platform for participants to discuss and propose innovative ideas to address nutrition-related challenges. This event encouraged collaborative thinking and problem-solving, fostering a sense of community engagement.

Participants were encouraged to think beyond traditional solutions and explore creative approaches to improving nutrition awareness and access.

Guest Lecture:

In the series of events, an online guest lecture was also organized. The guest lecturer was Dr. Dashrath Bhati, Ph.D. & P.D.F. Food and Nutrition, Assistant Professor, I T M University Gwalior. He spoke about various important aspects of a healthy life. She threw light on the nutritional status of the women and child, stress, food and nutrition security, lifestyle, etc. The session was interactive.

Quiz Competition:

The Quiz Competition was an engaging and informative way to test participants' knowledge about nutrition. Teams and individuals competed to answer questions related to food groups, dietary guidelines, and nutritional facts. This event not only challenged participants' knowledge but also enhanced their understanding of the importance of making informed food choices.



“India's G20 Presidency will work to promote this universal sense of one-ness. Hence our theme - 'One Earth, One Family, One Future'” – Prime Minister, , Narendra Modi

December 1st, 2022 is a momentous day as India assumed the presidency of the G20 forum, taking over from Indonesia. As the largest democracy in the world, and the fastest growing economy, India's G20 presidency will play a crucial role in building upon the significant achievements of the previous 17 presidencies.

As it takes the G20 Presidency, India is on a mission to bring about a shared global future for all through the Amrit Kaal initiative with a focus on the LiFE movement which aims to promote environmentally-conscious practices and a sustainable way of living. With a clear plan and a development-oriented approach, India aims to promote a rules-based order, peace and just growth for all. The 200+ events planned in the run up to the 2023 Summit will strengthen India's agenda and the six thematic priorities of India's G20 presidency.

The G20 group of 19 countries and the EU was established in 1999 as a platform for Finance Ministers and Central Bank Governors to discuss international economic and financial issues. Together, the G20 countries account for almost two-thirds of the global population, 75% of global trade, and 85% of the world's GDP. In the wake of the global financial and economic crisis of 2007, the G20 was elevated to the level of Heads of State/Government and was named the "premier forum for international economic cooperation."

The G20 has two main tracks of engagement: the Finance Track for finance ministers and central bank governors and the Sherpa Track. The G20's proceedings are led by the Sherpas, who are appointed as personal envoys of the leaders of member nations. These Sherpas are responsible for overseeing the negotiations that occur throughout the year, deliberating on the agenda for the summit and coordinating the substantive work of the G20. Both tracks have working groups to address specific themes with representatives from relevant parties.

Working groups this year will focus on global priority areas such as green development, climate finance, inclusive growth, digital economy, public infrastructure, technology transformation, and reforms for women empowerment for socio-economic progress. All these steps are taken to accelerate progress towards the Sustainable Development Goals and secure a better future for the generations to come.





FOOD FEST SHOOT

CREDIT - ANANT JOSHI



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 ?

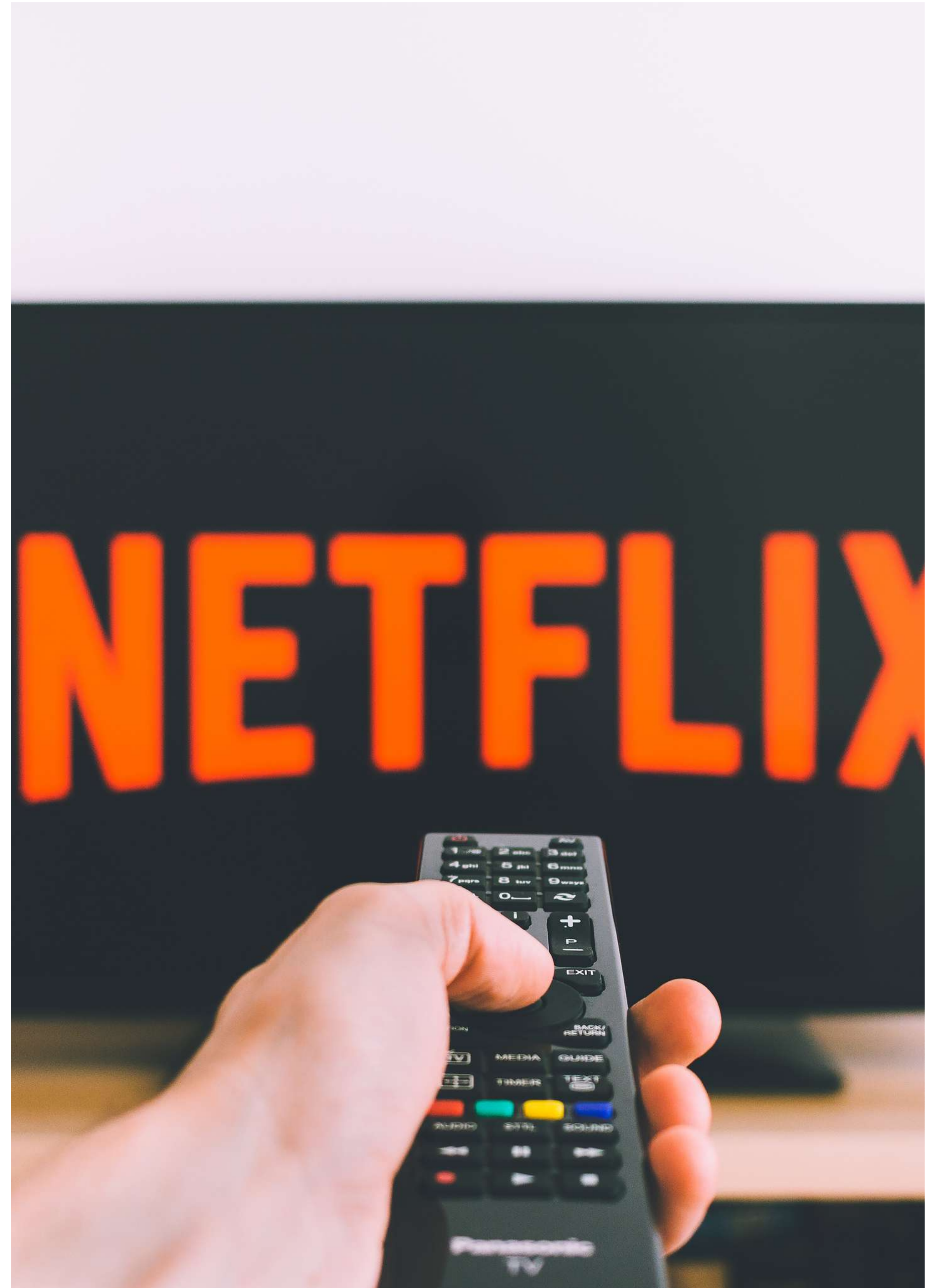
जी हां 'OVER THE TOP' के नाम जाना जाता है, ओटीटी ने दर्शकों को ना सिर्फ ज़्यादा विकल्प दिए हैं, बल्कि कलाकारों को भी काफी मौके मिल रहे हैं। छोटे कलाकारों को भी इन प्लेटफॉर्म के जरिए अपनी प्रतिभा दिखाने का मौका मिला है। वहीं, इससे निर्देशक को अपनी कला को पेश करने की ज़्यादा आज़ादी मिली है। नेटफ्लिक्स 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 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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Indeed, it has been so far a proud moment for the entire university and our Journalism department of Mandsaur University.

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.

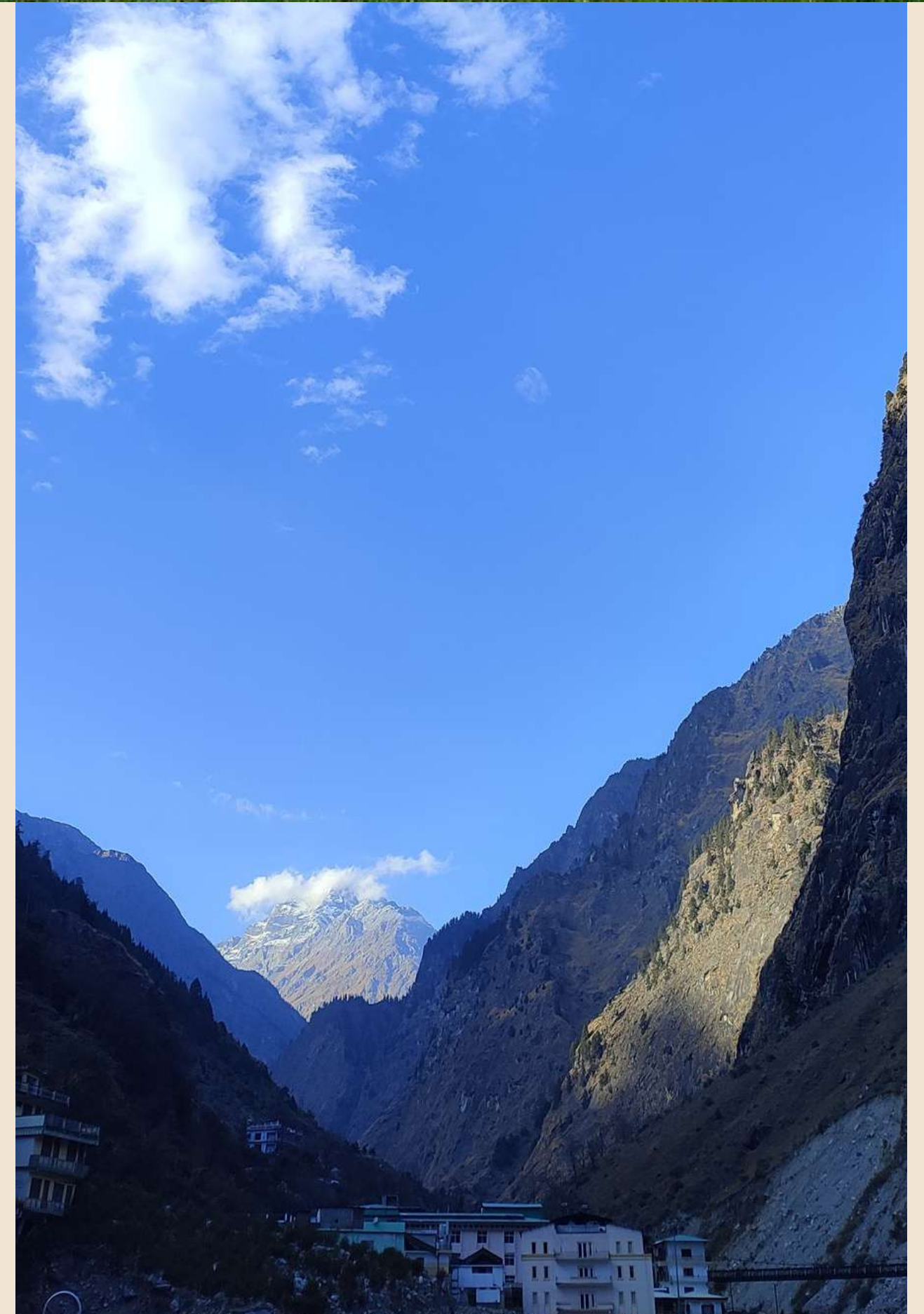
We wish both of them a very wonderful days and bright future ahead.



PLACEMENT
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