



# Lingaya's Lalita Devi Institute of Management and Sciences

Affiliated to GGSIPU University & Approved U/s 2(f) UGC Act 1956  
(NAAC Accredited 'A' Grade Institute)

Recognised by Govt. of NCT, Delhi and NCTE  
ISO 9001:2015 Certified

Department of Journalism  
and  
Mass Communication

## News Letter March 2024

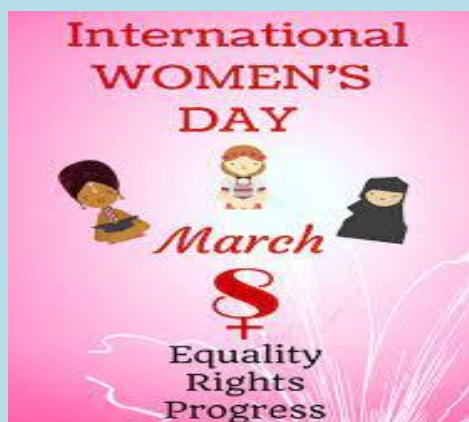
## The Unseen Heroes: Celebrating International Women's Day



Riya  
B.A. (JMC) 4<sup>th</sup> semester

In a world where superheroes often dominate the spotlight, there exists a legion of unsung heroes who quietly shape the course of history. As the world gears up to celebrate International Women's Day, it is time to shine a light on these remarkable individuals—the women who embody resilience, courage, and unwavering determination in the face of adversity.

From Mumbai's bustling streets to Rwanda's serene villages, women are weaving the fabric of society with their indomitable spirit. They are the pillars of strength in their communities, the voices of change in boardrooms, and the architects of a more inclusive future.



However, their stories often remain untold, hidden beneath societal norms and gender stereotypes. Today, we peel back those layers to reveal the narratives of resilience and triumph that have been woven into the tapestry of our collective history.

In the remote corners of Afghanistan, women defy societal expectations by pursuing education against all odds. In the bustling metropolises of Tokyo and New York City, they break through glass ceilings and pave the way for future generations of female leaders.

However, the journey towards gender equality is far from over. Despite progress, women face systemic barriers that hinder their full participation in society. From unequal pay to limited access to healthcare and education, the road ahead is fraught with challenges.

Nevertheless, in the face of adversity, women continue to rise. They are the mothers who instill values of compassion and empathy in their children,

the entrepreneurs who challenge the status quo, and the activists who fight tirelessly for justice and equality.

On this International Women's Day, let us not only celebrate the achievements of women around the globe but also recommit ourselves to the fight for gender equality. Let us amplify their voices, champion their causes, and work towards a world where every woman and girl can thrive and reach her full potential.

Through empowering women, we unleash the full potential of humanity—a world where diversity is celebrated, and inclusivity is the cornerstone of progress. So here is to the unsung heroes, the trailblazers, and the changemakers. Here is to the women who inspire us to dream, dare, and defy the odds.

## World Consumer Rights Day



Manasvi Mankar  
B.A. (JMC) 4<sup>th</sup> semester

Consumer Rights Day is celebrated on March 15th every year. Celebrating the day is a chance to demand that all consumers' rights be respected and protected and to protect against market abuses and social injustices that undermine those rights. John F. Kennedy served as an inspiration for International Consumer Rights Day. The former President of the United States was the first leader to address the issue of consumer rights.



Consumer rights are based on the right to information, the right to choose, the right to safety, the right to be heard, the right to be redressed, and the right to consumer education. These rights are outlined in the Consumer Protection Act, 1986, in India.



In recent years, the focus has expanded to include digital rights, addressing concerns related to online privacy, data security, and fair digital practices. World Consumer Rights Day continues to play a crucial role in shaping policies, fostering awareness, and ensuring a fair and transparent marketplace for consumers globally.

World Consumer Rights Day serves as a reminder that empowered consumers contribute to a fair and thriving marketplace. The need for robust consumer protection measures becomes even more critical in fostering a global economy that values fairness, transparency, and accountability as the world becomes better interconnected.

## World Poetry Day



Vaibhav Mudgal  
B.A. (JMC) 4<sup>th</sup> semester

"Poetry is the revelation of a feeling that the poet believes to be interior and personal but which the reader recognises as his own." ~ Salvatore Quasimodo.



World Poetry Day is celebrated on March 21 every year to promote the reading, writing, and teaching of poetry worldwide. The day is an opportunity to appreciate the beauty and power of poetry and acknowledge its critical role in inspiring social, political, and environmental changes. It is also a time to celebrate the diverse range of poetic expressions and traditions to be found around the world.

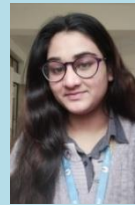
The United Nations Educational, Scientific, and Cultural Organisation (UNESCO) first declared World Poetry Day at its 30th General Conference in 1999 to recognise poetry's unique capacity to capture the creative spirit of the human mind,

promote cultural diversity, and foster dialogue and peace.

Both renowned and emerging poets play a crucial role in shaping the literary landscape. Their words can inspire, challenge, and connect people profoundly. World Poetry Day provides an opportunity to appreciate the art of poetry and recognise its impact on our lives.

As we celebrate this day, let us acknowledge the poets who enrich our understanding of the world and encourage the exploration of diverse poetic traditions. Whether through classic sonnets, free verse, or spoken word performances, poetry continues to be a vibrant and dynamic force contributing to human expression's tapestry.

## Holi : Rich heritage of colours



Vanshika Parmar  
B.A. (JMC) 6<sup>th</sup> semester

Every year, there comes a festival where we celebrate the beauty of colours with each other in the name of a well-known festival: HOLI, often called the "festival of colours." Holi is not just about the colours, but a festival that aims to bring people together under one roof to forget the past and share the present with good thoughts when one applies colour to the person's face in front.

This festival is now celebrated not only in India but also in many other parts of the world. Everything that happens contains history that causes that particular event to occur, and just like that, there's a big part behind the celebration of this festival. It belongs to the past roots of Indian mythology, from the mythological name "Hollika."

It's from this name that the story of Prahlada and Hollika came with the aim of Holi every year, with the aim of understanding "good over evil," in which the story from the old Indian Hindu scriptures says that there was a ruthless king in Indian mythology named "Hiranyakashyap" who always wanted his son to follow his steps towards evilness. Still, on the other hand, his son "Prahlada" used to worship "lord Vishnu" every time, due to which his father used to be angry, and one day he decided to kill his son. For this, he looked upon his sister, "Hollika," who was immune to fire, and decided to kill Prahlad by making him sit in her lap in the fire. But as he was a true follower of Lord Vishnu, the fire didn't harm

Prahlad; instead, it burned down Hollika, who was immune to fire.

It led to the celebration of Holika Dahan, in which every Hindu worships around a fire on the evening of the first day of Holi. Following this, Holi is celebrated for two days, in which Holika Dahan takes place on the first day of Holi, and on the second day, people play with colours, water balloons, and water by throwing them at each other. The celebration of the second day is marked with the divine story of Lord Krishna and Radha, where, in mischief, Lord Krishna applied vibrant colours to Radha's face because of his dark complexion in comparison to the fair complexion of Radha Rani. And this marked the tradition of celebrating Holi with vibrant colours every year with your loved ones. Also, because of the contribution of Lord Krishna and Radha in the celebration of Holi, there's a total of seven days that are played on the arrival of Holi, in which, through different forms, people in Vrindavan, Barsana, and surroundings play Holi from the use of flowers to mud to finally with colours at the end, for which people from every corner of the world visit India in this particular week to immerse themselves in the joy of colours, knowing about the Indian mythology behind Holi.



Every year, be it a kid or an adult, everyone awaits Holi to play with colours, buy balloons day and night from the week before the date of Holi, to eat "Gunjiyas," made explicitly for Holi in every house, along with various other sweets to eat, and wish each other while playing with colours in India.

## World Theater Day



Simran

B.A. (JMC) 2<sup>nd</sup> semester

Every year on March 27th, the global community comes together to celebrate World Theatre Day, an occasion dedicated to acknowledging theatre's profound impact and cultural significance. World Theatre Day provides a platform to recognize the rich tapestry of theatrical expressions worldwide, from traditional plays to avant-garde performances, and to adapt to diverse cultures and storytelling styles.



The celebration of World Theatre Day is not limited to professional productions; it extends to community theaters, schools, and amateur groups that contribute to the vibrant tapestry of global theatre. It emphasizes the inclusive nature of this art form, encouraging participation and appreciation at all levels.

Theatre serves as a mirror reflecting the complexities of the human experience. It explores societal issues, challenges norms, and sparks conversations that resonate long after the final curtain falls. On World Theatre Day, artists and enthusiasts alike take a moment to reflect on the transformative power of theatre in shaping perspectives and fostering a sense of shared humanity.

In recent times, the theatre industry has faced both challenges and innovations. The COVID-19 pandemic significantly impacted live performances, with lockdowns and restrictions limiting audience attendance. Many theatres had to adapt by exploring digital platforms to reach audiences virtually.

While virtual performances provided a temporary solution, they needed help to replicate the intimate and immersive experience of live theatre fully. The pandemic highlighted the vulnerability of the theatre industry and the need for resilience and adaptability.

# REPORT

## Workshop on Camera handling



On February 2, 2024, Bhavya Dang and Agrika Gupta, second-year B.A. (JMC) students, conducted a photography workshop for their juniors and seniors at the seminar hall, LLDIMS. As part of experiential learning, the students have switched to the role of an educator, igniting a different level of enthusiasm. Sharing the nitty-gritty of the world of visuals, the compositional and the technical aspects of the photography - the two in-house resource persons (Bhavya Dang and Agrika Gupta) were appreciated by their juniors and seniors. All the B.A. (JMC) students expressed their gratitude to the management of LLDIMS for arranging such a unique workshop for them. It was by the students and for the students.

Varun Manchanda  
B.A. (JMC) 4<sup>th</sup> semester

## Mushaira: Jashn-e-Hindustan



Prabin Upadhyaya and Vibhu, 3rd-year B.A. (JMC) organised the event 'Jashn-e-Hindustan' in the auditorium of LLDIMS with Kalatmak Foundation, an organisation founded by Prabin Upadhyaya, LLDIMS student. The event began at 11:30 p.m., and the invited poets were: Reshman Nusawwir, Moien Shadab, Allena Itrat, Chandra Shekhar Varma, Jyoti Azad Khatri, Renu Nayyar, Aadarash Dubey, Reshma Zaidi, Saurabh Sadaf, and Om Awasti. They recited the shayaries about university and college life.



The faculty members and the students of LLDIMS enjoyed the event, and management recognised the B.A. (JMC) organising committee's contribution.

Mansi  
B.A. (JMC) 2<sup>nd</sup> semester

## Anugoonj: A Cultural Extravaganza at GGSIPU Delhi





## Book Fair

The Guru Gobind Singh Indraprastha University (GGSIPU) in Delhi is known for its rigorous academics, colorful lifestyles, and numerous cultural events. One such occasion that sticks out is AnuGoonj. This annual cultural fest brings together college students from specific schools affiliated with the college to show off their competencies and have a good time in the spirit of creativity and artistry.

AnuGoonj is a much-awaited occasion on the college calendar, with college students eagerly getting ready months earlier to participate in numerous competitions and performances. From

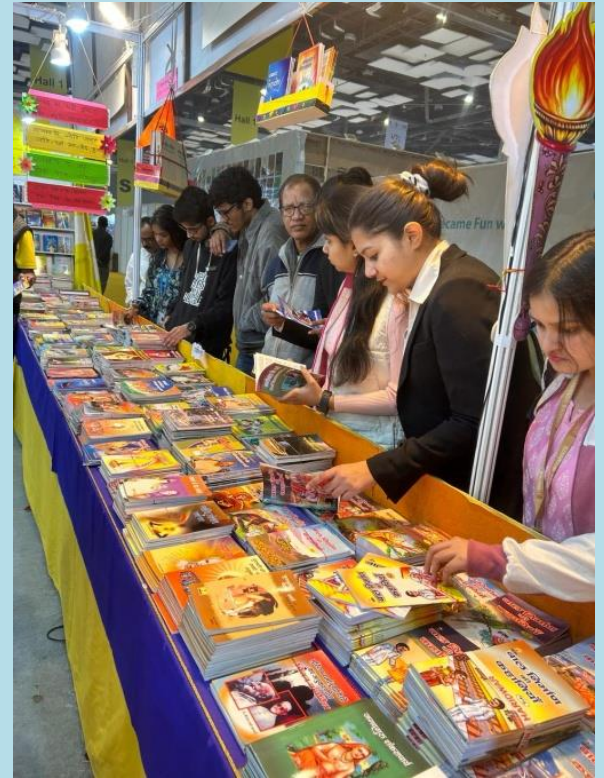
dance and tune to drama and fashion, the festival allows college students to express themselves and compete with their friends in a pleasant and aggressive environment.

One of the most famous competitions at AnuGoonj is the mild vocal solo making a song opposition, wherein college students can show off their vocal competencies and mesmerize the target market with their melodious voices.

Among the gifted singers who participated in the mild vocal solo making a song opposition, three college students from an affiliated university, Lingaya's Lalita Devi Institute of Management and Sciences, stood out with their excellent skills and charming voice. The names are Akash Kumar Sarkar (guitarist), Prerna Sagar (vocalist), and Shivam Parihar (percussionist), 2nd-year college students of LLIDMS. Their determination and tough paintings paid off as they introduced an excellent overall performance at AnuGoonj, leaving the target market spellbound and the judges in awe. They secured the second position in a mild vocal song at AnuGoonj.

The festival offers a platform for college students to come together and create unforgettable recollections as a way to last a lifetime. It fosters a feeling of network and camaraderie amongst college students from extraordinary faculties, selling cohesion and friendship through shared reviews and passions.

Khushi  
B.A. (JMC) 2<sup>th</sup> semester



For students' inner strength, reading books is a must, and there can not be a better place than the World Book Fair for the same. The students of LLDIMS witnessed the world of books at World Book Fair, 2024.



They went through the different book stalls and interviewed publishers and writers as part of their media exercises. Covering the book release event provided an opportunity for the students of B.A. (JMC), LLDIMS to get hands-on training for a live event.

Aryaa Dubey  
B.A. (JMC) 4<sup>th</sup> semester

## ACTIVITY

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				01.03.2024	02.03.2024
04.03.2024 Workshop Mr. Ajay Kumar	05.03.2024 Workshop with Dr. Deepak Sharma, GGSIPO	06.03.2024 Atuliya Workshop	07.03.2024 Report Writing Workshop By Vanshika Virmani	08.03.2024 International Women Day 	09.03.2024
11.03.2024	12.03.2024	13.03.2024	14.03.2024	15.03.2024 Voice for the Change Poetry and Story telling Show by the Social house	16.03.2024
18.03.2024	19.03.2024	20.03.2024	21.03.2024 World Poetry Day 	22.03.2024 Zeal	23.03.2024 Zeal
25.03.2024 Holi 	26.03.2024	27.03.2024 World Theater Day 	28.03.2024	29.03.2024	30.03.2024

# ACHIVEMENT



**LINGAYA'S LALITA DEVI INSTITUTE OF MANAGEMENT & SCIENCES**  
(NAAC 'A' GRADE AND AFFILIATED BY GGSIP UNIVERSITY  
& APPROVED BY GOVT. OF NCT OF DELHI)

**DEPARTMENT OF JOURNALISM & MASS COMMUNICATION**

**Toppers BA(JMC) - Semester 1st**

Rank	Name	Percentage
1	Khushi Kumari	92%
2	Vishwas Puri	85%
3	Mansi Kapoor	82%

**CONGRATULATIONS TO ALL THE TOPPERS**

[www.lldims.edu.in](http://www.lldims.edu.in)



**LINGAYA'S LALITA DEVI INSTITUTE OF MANAGEMENT & SCIENCES**  
(NAAC 'A' GRADE AND AFFILIATED BY GGSIP UNIVERSITY  
& APPROVED BY GOVT. OF NCT OF DELHI)

**DEPARTMENT OF JOURNALISM & MASS COMMUNICATION**

**Toppers BA(JMC) - Semester 3rd**

Rank	Name	Percentage
1	Manisha Shah	87%
2	Isha Shah	85%
3	Agrika Gupta	82%

**CONGRATULATIONS TO ALL THE TOPPERS**

[www.lldims.edu.in](http://www.lldims.edu.in)



**LINGAYA'S LALITA DEVI INSTITUTE OF MANAGEMENT & SCIENCES**  
(NAAC 'A' GRADE AND AFFILIATED BY GGSIP UNIVERSITY  
& APPROVED BY GOVT. OF NCT OF DELHI)

**DEPARTMENT OF JOURNALISM & MASS COMMUNICATION**

**Toppers BA(JMC) - Semester 5th**

Rank	Name	Percentage
1	Poorvi Agarwal	89%
2	Kirti Jha	88%
3	Saurabh Adhikari	87%

**CONGRATULATIONS TO ALL THE TOPPERS**

[www.lldims.edu.in](http://www.lldims.edu.in)

Your commitment to excellence is commendable and serves as an inspiration to your peers. May this accomplishment be just the beginning of a journey filled with continued success and achievements. Congratulations!!!





LLDIMS extends heartfelt congratulations to Mr. Shivam Parihar (BAJMC), Ms. Perna Sagar (BCA), and Mr. Akash Kumar Sarkar (BBA) for securing 2nd position under the light vocal solo category in AnuGoonj 2024. This achievement highlights your individual excellence and contributes significantly to our institution's reputation. Once again, congratulations on this well-deserved achievement!

**Manasvi Mankar**  
Student sub–Coordinator

**Simran**  
Student coordinator

**Dr. Sheweta Gaur**  
Newsletter Coordinator

**Dr. Saleem Javed**  
HOD

**Dr. Pranav Mishra**  
Director, LLDIMS