



# Lingaya's Lalita Devi Institute of Management and Sciences

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## Department of Journalism and Mass Communication

### News Letter December 2024

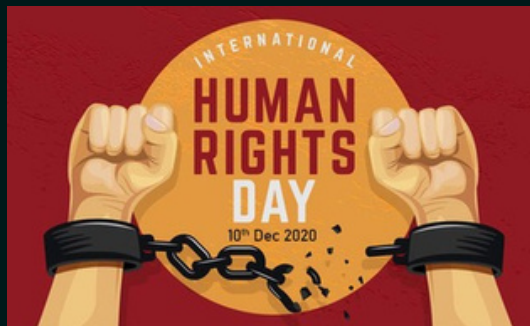


## Human Rights Day: Celebrating the Universal Declaration of Human Rights and Its Global Impact



Vaibhav Mudgal  
BA(JMC) 3rd year

The international community observes Human Rights Day every year on 10 December. It commemorates the day the United Nations General Assembly adopted the Universal Declaration of Human Rights in 1948. Since its formal inception in 1950, Human Rights Day has been a global call to action. The United Nations General Assembly, through resolution 423 (V), invited all States and intergovernmental organizations to designate a champion human rights.



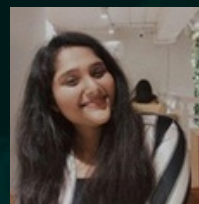
When the General Assembly adopted the Universal Declaration of Human Rights, it was more than a mere document. It was a beacon of hope, a 'common standard of achievement for all peoples and all nations', guiding individuals and societies to 'strive by progressive measures, national and international, to secure their universal and effective recognition and observance'.

The Universal Declaration of Human Rights sets out a broad range of fundamental rights and freedoms to which all of us are entitled. It guarantees the rights of every everywhere, without distinction based nationality, place of residence, gender, national or ethnic origin, religion, language, or any other status.

Although the Declaration is not a binding document, it inspired more than 60 human rights instruments, constituting an international standard of human rights. Today, the general consent of all United Nations Member States on the basic Human Rights laid down in the Declaration makes it even stronger and emphasizes the relevance of Human Rights in our daily lives.

As the leading United Nations rights official, the High Commissioner for Human Rights and the Office of the High Commissioner are steadfast in coordinating efforts for the yearly observation of Human Rights Day. Their role is crucial in ensuring that the spirit of the Declaration is upheld and respected.

## National Consumer Rights Day



Manasvi Mankar  
BA(JMC) 3rd year

Knowing the rights of a consumer is very important. While the market should run on certain ethics and values, people can sometimes exploit us if we do not know our rights well enough.



Awareness of these rights helps us maximize our benefits as customers and enable an ethical flow of goods and services in the market. The government keeps on emphasizing consumer rights and the protection of those rights, trying to involve the citizens and make them aware. Consumers need to be educated about these rights and practice them daily.



The Consumer Protection Act was passed in 1986, and the President received the assent on December 24. Since then, National Consumer Rights Day has been celebrated to commemorate the occasion. The Consumer Protection Act protects consumers from defective goods, negligent services, and unfair trade practices. The six fundamental rights of the Consumer Protection Act are the right to safety, the right to choose, the right to be informed, the right to be heard, the right to seek redressal, and the right to consumer education.

**Significance:**

National Consumer Rights Day is often confused with World Consumer Rights Day, which is celebrated every year on March 15.

While the aim remains the same, National Consumer Rights Day is celebrated on a national level, and World Consumer Rights Day is observed on a global level. National Consumer Rights Day aims to educate consumers about their rights and help them gain maximum benefits, all the while ensuring that they are not exploited. It also educates them to take action against unfair trade practices.

## **National Pollution Control Day: Remembering the Bhopal Gas Tragedy Victims and Advocating for a Pollution-Free Future**



**Mansi Kapoor**  
**BA(JMC) 2nd year**

National Pollution Control Day, a significant event observed every year on 2nd December, serves as a crucial platform to spread awareness about the harmful effects of pollution. It brings attention to different environmental issues, focusing on various pollution technologies, policies, and the importance of reducing pollution.

National Pollution Control Day was initiated to commemorate the victims of the Bhopal Gas Tragedy, a catastrophic event that occurred on the night of 2nd December 1984. This industrial disaster, caused by the leakage of methyl isocyanate (MIC) gas from a pesticide plant, claimed thousands of lives and left a lasting impact on the world.

This disaster exposed the world to the extreme dangers of industrial pollution and highlighted

the need for stringent environmental policies and better pollution control measures. In response to this tragedy, the Indian government took proactive steps and implemented a range of measures aimed at improving pollution control, regulating industrial emissions, and preventing similar incidents in the future. The high pollution levels in Delhi pose severe health risks, including respiratory diseases, cardiovascular issues, and other chronic conditions.



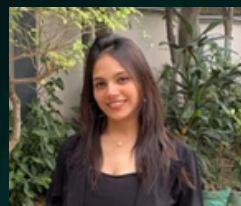
The government of Delhi has taken several steps to address the air quality issue. Some of the steps taken to control Delhi Air Pollution: Odd-Even Scheme: This scheme restricts

vehicles with odd-numbered registration days, reducing the number of cars on the road. Graded Response Action Plan (GRAP): This plan includes emergency measures implemented when the air quality in Delhi NCR drops below 'poor.' It is activated in four stages based on the Air Quality Index (AQI) category. Promotion of Electric Vehicles (EVs): The government has been promoting using electric vehicles to reduce vehicular emissions.

Further, diesel vehicles older than 10 years and petrol vehicles over 15 years are banned in Delhi. Green War Room and Green Delhi App: A monitoring system that tracks down real-time air quality and serves as a platform for reporting grievances related to pollution levels. Stubble Burning Control: The government has also worked to curb stubble burning in nearby states by providing farmers with alternatives, such as in-situ crop residue management. National Pollution Control Day 2020 will be an essential event for all citizens and government agencies involved in pollution control. The day will remind everyone of our environmental

challenges and the urgent need to adopt sustainable practices. It inspires individuals and policymakers to adopt sustainable practices, ensure industrial compliance, and work towards a pollution-free future. In conclusion, National Pollution Control Day will be a powerful tool to promote greater awareness and commitment to pollution control.

## Tracing the Origins of Christmas: Historical Roots and the Choice of December 25



Aryaa Dubey  
BA(JMC) 3rd year

Christmas, the holiday commemorating the birth of Jesus Christ, is celebrated by a majority of Christians on December 25 in the Gregorian calendar. However, the exact date of Jesus's



birth remains a historical mystery, as early Christians did not celebrate his birth and no one knows on which date Jesus was actually born. Some scholars believe that the actual date was in the early spring, placing it closer to Easter, the holiday commemorating his Resurrection. The origins of the holiday and its December date are multifaceted, with roots in the ancient Greco-Roman world. Commemorations likely began sometime in the 2nd century, and there are at least three possible origins for the December date. The Roman Christian historian Sextus Julius Africanus, for instance, dated Jesus' conception to March 25, the same date upon which he held that the world was created. This would result in a December 25 birth after nine months in his mother's womb.



In the 3rd century, the Roman Empire, which at the time had not adopted Christianity, celebrated the rebirth of the Unconquered Sun (Sol Invictus) on December 25th.

This holiday not only marked the return of longer days after the winter solstice but also followed the popular Roman festival called the Saturnalia (during which people feasted and exchanged gifts). It was also the birthday of the Indo-European deity Mithra, a god of light and loyalty whose cult was at the time growing popular among Roman soldiers. The church in Rome began formally celebrating Christmas on December 25 in 336, during the reign of the emperor Constantine. As Constantine had made Christianity the effective religion of the empire, the choice of this date had a political motive of weakening the established pagan celebrations, enlightening us about the early Christian history. The date was not widely accepted in the Eastern Empire, where January 6 had been favored, for another half-century, and Christmas did not become a major Christian festival until the 9th century.



# Activity

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
2.12.2024  NATIONAL POLLUTION CONTROL DAY	3.12.2024	4.12.2024	5.12.2024	6.12.2024	7.12.2024
9.12.2024 Basics of New Media	10.12.2024 Development Communication 	11.12.2024 Media Research	12.12.2024 Basics of radio program and production	13.12.2024 Event Management	14.12.2024 Basics of Video camera light and sound
16.12.2024	17.12.2024 Film Appreciation	18.12.2024 Radio jockeying and news reading	19.12.2024	20.12.2024	21.12.2024
23.12.2024	24.12.2024 	25.12.2024 	26.12.2024	27.12.2024	28.12.2024
30.12.2024	31.12.2024 				

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