



Lingaya's Lalita Devi Institute of Management and Sciences

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(NAAC Accredited 'A+' Grade Institute)
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ISO 9001:2015 Certified

Department of Journalism and Mass Communication

News Letter April 2025

Understanding and Acceptance



Aryan
BA(JMC) 6th Sem

Every year on April 2nd, we meet to observe Autism Awareness Day, a day dedicated to raising awareness about autism and supporting those with autism spectrum disorder (ASD). Autism is a developmental condition that influences how individuals communicate, interact, and perceive the world. While some people with autism may find social situations challenging, others may possess remarkable talents and abilities. This day serves as a reminder for everyone to gain a deeper understanding of autism and to foster kindness and acceptance for those who experience it.



The primary aim of Autism Awareness Day is to educate the public and dispel common misconceptions about autism. Various organizations and schools host events, workshops, and campaigns to share valuable information. One of the most recognized initiatives is the "Light It Up Blue" campaign, where buildings and landmarks are illuminated in blue to show solidarity with the autism community. Parents, teachers, and caregivers are crucial in helping autistic children build their skills and confidence. Early diagnosis and appropriate support can significantly enhance their quality of life.

Creating an inclusive society where individuals with autism feel valued and accepted is essential. Simple gestures, patience, understanding their needs, and supporting their families can profoundly impact them. Autism Awareness Day is a powerful reminder that every person is unique and deserves respect. By promoting awareness and demonstrating kindness, we can contribute to a

world where everyone, regardless of their differences, has the opportunity to thrive and succeed.

From Pesky Weed to Golden Gem: Celebrating National Dandelion Day



Manisha Shah
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National Dandelion Day, observed annually on April 5th, is a celebration of a plant often mislabeled as a mere weed. This day provides an opportunity to appreciate the dandelion's remarkable resilience, versatility, and surprising benefits. Far from being a garden nuisance, the dandelion, scientifically known as *Taraxacum officinale*, holds a rich history of culinary and medicinal uses.

One of the most compelling aspects of National Dandelion Day is the chance to reconsider our perception of these vibrant yellow flowers. Dandelions are a vital food source for pollinators, particularly in early spring when other floral resources are scarce. Their deep taproots help to aerate the soil and bring up valuable nutrients, benefiting surrounding plants. Furthermore, every part of the dandelion is edible, from the root to the flower, offering a range of nutritional benefits. Dandelion greens are packed with vitamins and minerals, and the roots can be roasted and used as a coffee substitute.

Beyond its ecological and nutritional value, National Dandelion Day also encourages a connection with nature. It's a day to slow down, observe the natural world, and appreciate the simple beauty of these ubiquitous plants. Whether it's enjoying a cup of dandelion tea, adding dandelion greens to a salad, or simply admiring their sunny blooms, there are many ways to celebrate. This day serves as a reminder that even the most common plants can hold extraordinary value.

In essence, National Dandelion Day is a celebration of resilience, resourcefulness, and the often-overlooked wonders of the natural world. It invites us to shift our perspective and recognize the beauty

and value of a plant that has been a part of human history for centuries. By embracing the dandelion, we can cultivate a deeper appreciation for the interconnectedness of nature and the importance of biodiversity.

Ram Navami – Celebrating the Birth and Teachings of Lord Rama



Manasvi
BA(JMC) 6th Sem

Ram Navami is a vibrant Hindu festival that marks the birth of Lord Rama, who is revered as the seventh incarnation of Lord Vishnu. This celebration takes place on the ninth day of the Chaitra month, typically landing in March or April. Lord Rama is celebrated for his unwavering righteousness, courage, and commitment to duty. He stands as the central figure in the epic Ramayana, which imparts valuable lessons about truth, loyalty, and respect. On this special day, devotees honor his life and teachings by reading the Ramayana, singing bhajans, and offering prayers in temples and at home.

The festival is celebrated with immense enthusiasm across India, particularly in Ayodhya, the birthplace of Lord Rama. People flock to temples, engage in special rituals, and participate in lively processions where beautifully adorned chariots carry idols of Lord Rama, Sita, Lakshmana, and Hanuman. Many devotees choose to fast (vrat) as a sign of their devotion. Some even organize Ram Katha (storytelling sessions) to share the teachings of Lord Rama. The air is filled with the joyous chant of "Jai Shri Ram," creating a truly spiritual ambiance.

Ram Navami transcends being just a religious festival; it serves as a powerful reminder of the triumph of good over evil. It instills in us the values of patience, humility, and respect for our responsibilities. The life of Lord Rama inspires individuals to live with integrity and bravery. By celebrating Ram Navami, devotees seek blessings for happiness, peace, and prosperity in their lives. It's a day filled with joy, devotion, and unity, bringing people together to honor the noble ideals of Lord Rama.

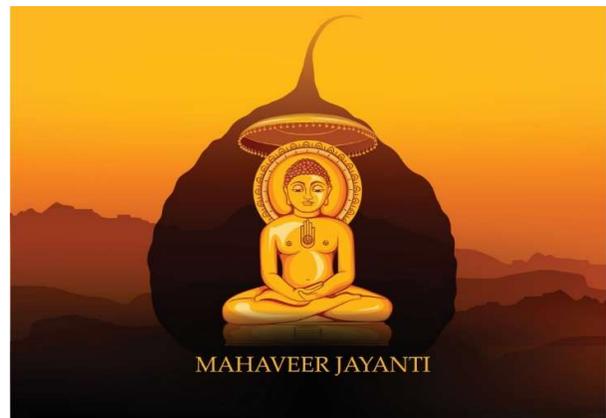
Mahavir Jayanti: Celebrating the Birth of Lord Mahavira



Sakshi
BA(JMC) 6th Sem

Just like there is Hanuman Jayanti for Hindus worldwide, Jains celebrate Mahavir Jayanti around the same time. Mahavir Jayanti is one of the most significant festivals in Jainism. It marks the birth anniversary of Lord Mahavira, the 24th and last Tirthankara of Jainism.

It was on the 13th day of the month of Chaitra, or the 13th day of the waxing moon in the Chaitra month of the Hindu calendar, that Mahavir was born. Lord Mahavira was born in Kundagrama (present-day Bihar) in 599 BCE. Lord Mahavir's birth name was Vardhamana. He was born as the son of King Siddhartha and Queen Trishala. At 30, he left his home to seek spiritual enlightenment. His teachings include non-violence, truth, non-possessiveness, non-stealing, and celibacy. After years of intense meditation and penance, he attained KevalaJnana (omniscience) and spent the rest of his life spreading the message of non-violence (Ahimsa), truth (Satya), and self-discipline.



The festival is celebrated to champion the cause of peace and harmony and spread the teachings of Lord Mahavira. A procession is carried out in the form of a "rath yatra," with Lord Mahavira's idol neatly placed on top. Jain temples are decorated with flags, and the Jains offer food and clothes to the needy. Jainism vehemently opposes animal slaughter, and hence, donations are made to stop animal killings.

How is Mahavir Jayanti celebrated?

- Temple Visits and Prayers- Devotees visit Jain temples, where idols of Lord Mahavira are bathed in a ceremonial ritual called Abhisheka.
- Charitable Acts- Many Jains donate, feed the needy, and support animal welfare.
- Religious Processions- In some places, grand processions are organized by chanting hymns, reciting scriptures, and depicting his life.
- Observing Fast and Meditation- Many devotees fast and meditate to purify their souls and follow the path of righteousness.
- Lectures and Discourses—Scholars and monks deliver discourses on Mahavira's teachings, promoting peace, compassion, and self-discipline.

Relevance of His Teachings

- Ahimsa (Non-Violence) promotes peace and discourages harm to any living being. It is one of the most important principles of Jainism and has been proposed by all Jain Tirthankars. Jains all over the world observe a fast and vow to practise non-violence towards all living beings, no matter how big or small, and respect the teaching of Lord Mahavir.
- Aparigraha (Non-Possessiveness) encourages a simple, sustainable lifestyle, reducing greed and environmental destruction.
- Satya (Truthfulness) fosters honesty and integrity in personal and social life.

Mahavir Jayanti is not just a festival but a reminder of Lord Mahavira's timeless wisdom. His teachings continue to inspire people to live lives of peace, compassion, and righteousness. We can contribute to a more harmonious and ethical society by embracing his principles

Dr. B.R. Ambedkar jayanti



Varun
BA(JMC) 6th Sem

Dr. B.R. Ambedkar's life is a powerful example of his relentless fight against social injustice and his dedication to equality for everyone. Born on April

14, 1891, in Mhow, Madhya Pradesh, Ambedkar's path was filled with challenges and obstacles. Coming from the Mahar (Dalit) community, he encountered significant social and economic discrimination.

Yet, despite these hurdles, Ambedkar was determined to pursue his education, earning several degrees in economics, law, and politics from esteemed institutions like Columbia University and the London School of Economics. His personal experiences with discrimination ignited his passion for social justice, leading him to become a strong advocate for the rights of the marginalized.

Ambedkar's Notable Achievements

- Leading the Mahad Satyagraha: Ambedkar spearheaded a march to Chavadar Lake in Mahad, demanding that local authorities grant Dalits access to the lake's water.

- Publishing "Annihilation of Caste": His book delivered a powerful critique of the caste system, calling for its complete abolition.

- Founding the Independent Labour Party: Ambedkar established this party to champion the interests of the working class and marginalized communities.

As the Chairman of the Drafting Committee of the Indian Constitution, Ambedkar played a vital role in shaping the document, ensuring it upheld the principles of equality, justice, and human rights.

A Lasting Legacy

Dr. Ambedkar's impact goes far beyond his accomplishments. Over the years, he has inspired countless social activists, politicians, and reformers. His vision of a society free from caste, class, and gender discrimination continues to resonate with us today.

As we honor Dr. Ambedkar's birth anniversary, let's take a moment to reflect on his extraordinary contributions to our nation's history. His life and work remind us of the ongoing importance of advocating for social justice, equality, and human rights.

World Book Day – Celebrating the Joy of Reading and the Magic of Books



Vaibhav
BA(JMC) 6th Sem

Every year on April 23rd, book lovers worldwide unite to celebrate World Book Day, a special occasion dedicated to the joy of reading and the

profound impact books have on our lives. This day, initiated by UNESCO in 1995, aims to inspire people—especially young minds—to develop a lifelong love for reading. Books are not just collections of words; they are portals to adventure, knowledge, and imagination. They transport us to different worlds, introduce new ideas, and help us understand diverse cultures. Whether it is a thrilling novel, a fascinating history book, or an insightful self-help guide, reading sparks creativity and broadens our perspectives.

Book fairs, reading marathons, and storytelling sessions in schools, libraries, and literary communities mark World Book Day. Many organizations encourage book donations, ensuring that underprivileged children also get access to the magic of books. Children receive free books in some places, igniting their passion for reading from an early age. Renowned authors and publishers engage in discussions about the power of literature, while literary legends like William Shakespeare and Miguel de Cervantes are honored as their contributions continue to shape the literary world.

This day celebrates the written word and its ability to transform lives. qwqWorld Book Day reminds us why reading matters in today's fast-paced digital world, where videos and social media often take center stage. Books sharpen our minds, expand our vocabulary, and enhance our imagination. They offer an escape, a lesson, and a new way of seeing the world—all within the pages of a good story. So, this World Book Day, let us rediscover the magic of books, pick up a novel, dive into a fascinating tale, and celebrate the timeless joy of reading. Dr. B.R. Ambedkarjayanti

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- Leading the Mahad Satyagraha: Ambedkar spearheaded a march to Chavadar Lake in Mahad,

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Street Photography Competition



Varun
BA(JMC) 6th Sem

The Department of Journalism & Mass Communication at Lingaya's Lalita Devi Institute of Management & Sciences (LLDIMS) organized a Street Photography Competition on March 4, 2025. The event aimed to promote street photography as a powerful storytelling medium while encouraging students to showcase their creative skills. Participants were required to submit original photographs that captured the essence of street life, adhering to specific guidelines such as image format and size restrictions. The competition was open to Indian citizens, and winners were selected based on the highest number of comments on their submitted photographs via the department's Instagram page. The event was coordinated by Agrika Gupta and Bhavya Dang, ensuring smooth execution and participation.



The competition witnessed enthusiastic participation, with students submitting a wide range of compelling street photographs. Alongside the online competition, a photo exhibition was organized where participants displayed hard copies of their submissions. The event also featured an examination session on March 3, 2025, to test students' knowledge of photography techniques. Prizes were awarded to the top three winners, and all participants received certificates to acknowledge their efforts. The event successfully fostered creativity, innovation, and self-expression while highlighting the importance of street photography in visual storytelling.

Recommendations from the event included organizing workshops and training sessions to further enhance students' photography skills and inviting industry professionals for future competitions. The Street Photography Competition was a resounding success, achieving its goal of allowing students to explore their photographic talents. The event was made possible through the support of Ms.Sunita Gadde, Secretary of Lingaya's Group of Institutions, and Dr.Pranav Mishra, Director of LLDIMS. Special thanks to the coordinators for their dedication in making the event memorable..

NDMC Award

March 8, 2025 – Lingaya's Lalita Devi Institute of Management and Sciences (LLDIMS) marked a momentous achievement on International Women's Day by receiving four prestigious awards at the NDMC Convention Centre. The event recognized individuals and institutions making significant contributions in social awareness, leadership, and creative expression. LLDIMS, known for its commitment to education and societal progress, was honored for its outstanding efforts.



Among the accolades, the Public Awareness National Award was presented to LLDIMS and Mr. Nishant Jaiswal for their remarkable contributions to social awareness initiatives. Their work addressing crucial social issues and engaging communities in meaningful discussions was acknowledged as a significant step toward positive

change. In addition to institutional recognition, two esteemed faculty members of LLDIMS, Dr. Jyoti Dahiya and Dr. Shweta Gaur, were honored with the Women Leadership National Awards. This prestigious award celebrates their dedication, leadership, and contributions to their respective fields. Their unwavering commitment to academic excellence and student mentorship has made a lasting impact, inspiring students and colleagues. Their recognition serves as a testament to the institution's emphasis on empowering women in leadership roles.

Furthermore, LLDIMS students displayed their creativity and advocacy skills in the Women's Day Poster Exhibition, where the theme "Say No to Drugs" was highlighted. The competition witnessed the artistic excellence of Megha, SurbhiGarg, Khushi, Anjali, and ShivaniKumari, who were awarded medals for their outstanding work. Their posters reflected artistic brilliance and delivered a powerful social message, reinforcing the importance of awareness and preventive action against drug abuse. These achievements collectively showcase LLDIMS's unwavering commitment to excellence, leadership, and social responsibility, further strengthening its legacy in the academic and social spheres.

Group Discussion (GD) Session On Media Bias And Agenda-Setting By Mr. Nishaant Jasiwal

The Bachelor of Journalism and Mass Communication Department at Lingaya's Lalita Devi Institute of Management & Sciences (LLDIMS) recently hosted a Group Discussion (GD) session on Media Bias and Agenda-Setting, chaired by Mr. Nishant Jaiswal, Head of the Training & Placement Department. The lesson aims to help students understand how media impacts public perception and political narratives. Mr. Nishant Jaiswal's considerable expertise in academics and training has proven invaluable in mentoring, coaching, and counseling pupils. His leadership in the T&P department is focused on giving students industry-relevant experience and preparing them for successful careers. Mr. Nishant Jaiswal, who plays an important role in managing training and placement activities at LLDIMS,

contributed his broad expertise to the session, hoping to improve student's communication skills and prepare them for real-world issues.



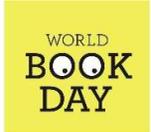
Mr. Nishant Jaiswal highlighted that media bias occurs when news organizations report information in a way that reinforces particular ideas, hence impacting public opinion. He also established agenda-setting theory, which examines how the media determines relevant issues, impacting public debate and voter behaviours.

Students actively engaged in conversations about real-world media coverage, political impact on the news, and journalistic ethics. They discussed the role of the media in influencing elections and developed ways to detect biased reporting.

This Group Discussion session underlined LLDIMS' commitment to improving analytical and professional abilities among BJMC students. The session focused on current media and communication themes, enabling students to express themselves effectively and participate in constructive arguments. Mr. Nishant Jaiswal provided participants with customized comments on their strengths and areas for growth, equipping them for ethical and responsible journalism in today's media world.

Students expressed gratitude for the event, saying it raised their confidence and gave valuable insights into good communication tactics. Such activities by the Bachelor of Journalism and Mass Communication Department and the T&P cell highlight LLDIMS's dedication to providing comprehensive education and equipping students with the necessary skills for their professional travels.

Activity

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	01.04.2025	02.04.2025 Autism Awareness Day 	03.04.2025	04.04.2025 Guest Lecture by Dr. Dushyant Kumar Rai	05.04.2025 National Dandelion Day
07.04.2025	08.04.2025	09.04.2025 Job Fair	10.04.2025 Mahavir Jayanti 	11.04.2025 India Photo expo 2025 (VISIT)	12.04.2025
14.04.2025 Dr. B.R. Ambedkar jayanti 	15.04.2025	16.05.2025 Workshop by PRO	17.04.2025	18.04.2025	19.04.2025
21.04.2025	22.04.2025	23.04.2025 World Book Day 	24.04.2025 Earth Day celebration	25.04.2025 Protfolio Exhibition	26.04.2025
28.04.2025	29.04.2025	30.04.2025			

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