



Lingaya's Lalita Devi Institute of Management and Sciences

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Department of Journalism

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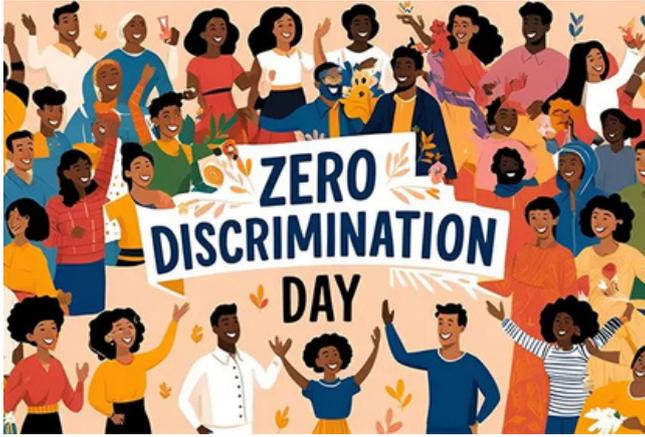
Mass Communication

News Letter

March 2026



Stand Together, Celebrate Differences: Zero Discrimination Day



Zero Discrimination Day, observed every year on 1 March, is a global event that promotes equality, inclusion, and respect for every human being. The day reminds people that everyone deserves to live with dignity, regardless of their gender, age, nationality, religion, disability, or social background. It encourages societies to remove barriers that prevent individuals from enjoying equal rights and opportunities.

This important day was launched by UNAIDS to highlight the harmful effects of discrimination, especially in areas such as healthcare, education, and employment. Discrimination often creates fear, division, and injustice. It can stop people from seeking medical help, attending school, or participating fully in society. Zero Discrimination Day spreads awareness about these issues and promotes fairness for all.

The symbol of this day is the butterfly, which represents transformation, hope, and freedom. Just like a butterfly grows and changes, societies can also evolve by accepting diversity and treating everyone equally.

People can observe this day by showing kindness, speaking up against unfair treatment, and educating others about equality. Schools, organizations, and communities often hold campaigns, discussions, and social media activities to spread positive messages.

Holika Dahan: The Festival of Faith, Goodness, and Victory of Truth



Holika Dahan is an important Hindu festival that symbolizes the victory of good over evil. It is celebrated on the night before Holi, and in many places it falls around early March. In 2026, it is being observed on 2 March. The festival is marked by lighting large bonfires, around which people gather to pray, sing, and perform rituals.

Holika Dahan is deeply connected to an ancient legend from Hindu mythology. According to the story, there was a powerful but arrogant king named Hiranyakashipu who wanted everyone to worship him. However, his son, Prahlada, was a devoted follower of Lord Vishnu. Angered by his son's faith, the king planned to punish him with the help of his sister Holika, who had a magical power that made her immune to fire. She sat in a blazing fire with Prahlada on her lap, hoping he would burn. But due to his strong devotion, Prahlada remained safe while Holika was destroyed. This event came to symbolize the triumph of truth and faith over evil intentions.

On Holika Dahan, people collect wood, dry leaves, and twigs to build a bonfire. After sunset, rituals and prayers are performed, and the fire is lit to represent the burning away of negativity, ego, and evil thoughts.



Holi: Splashing Colors of Joy, Unity, and New Beginnings



Holi, known as the “Festival of Colors,” is one of the most joyful and vibrant festivals celebrated in India and many parts of the world. It usually falls in March, marking the arrival of spring and the end of winter. In 2026, Holi is being celebrated on 3 March. The festival spreads the message of happiness, unity, and the victory of good over evil.

Holi has both cultural and religious significance. It is closely linked with the story of Prahlada, whose strong devotion and faith led to the defeat of evil. This connection reminds people that truth and goodness always triumph in the end. The day before Holi, people celebrate Holika Dahan by lighting bonfires to symbolize the burning away of negativity.

On the day of Holi, people gather in open spaces and joyfully throw colored powders and splash colored water on one another. Children and adults alike take part in singing, dancing, and enjoying festive foods such as sweets and snacks. Traditional drinks and special dishes add to the cheerful atmosphere.

Holi also carries a strong social message. It encourages people to forget past conflicts, forgive mistakes, and strengthen relationships. Differences of age, class, and background fade away as everyone celebrates together with laughter and color.



National Safety Day: Building a Safer Today for a Secure Tomorrow



National Safety Day is observed every year on 4th March in India to raise awareness about the importance of safety in daily life, workplaces, and public spaces. It was first started by the National Safety Council to encourage people to follow safe practices and prevent accidents. Since then, the day has become an important national campaign promoting responsible behavior and accident prevention.

The main aim of this day is to promote a strong culture of safety, health, and environmental protection. It reminds people that many accidents happen due to carelessness, lack of awareness, or ignoring basic rules. By practicing simple safety measures, such as wearing helmets, using seat belts, handling machines carefully, and following traffic signals, many injuries and deaths can be avoided.

On this day, schools, offices, factories, and public institutions organize various activities like safety drills, workshops, poster-making competitions, pledge ceremonies, and awareness rallies. These programs help people understand risks in their surroundings and teach them how to respond during emergencies such as fires, road accidents, or natural disasters.

International Women's Day: Celebrating Strength, Equality, and Inspiration



International Women's Day is celebrated every year on 8th March to honor the achievements, contributions, and rights of women across the world. It is a day to recognize women's important role in society, whether in families, workplaces, education, leadership, science, or social change. The day is globally supported by organizations like the United Nations, which actively promotes gender equality and women's empowerment.

This special day highlights the progress women have made over the years in different fields such as politics, sports, education, business, and technology. It celebrates inspiring women who have broken barriers, challenged stereotypes, and worked hard to create positive change in society. Their success motivates younger generations to dream big and believe in their abilities.

At the same time, International Women's Day also spreads awareness about the challenges many women still face, including discrimination, unequal pay, limited opportunities, and lack of representation in leadership positions. It reminds people that true equality has not yet been fully achieved and requires continuous effort from everyone. Schools, colleges, workplaces, and communities celebrate the day by organizing events such as speeches, discussions, cultural programs, awareness campaigns, and social media activities. These efforts encourage respect, fairness, and appreciation for women's contributions.

World Consumer Rights Day: Empowering Buyers, Protecting Rights



World Consumer Rights Day is observed every year on 15th March to raise awareness about the rights and responsibilities of consumers around the world. This day reminds people that every buyer deserves safe products, fair prices, accurate information, and protection from unfair trade practices. It is promoted globally by organizations like Consumers International to ensure that consumer voices are heard and respected.

The main aim of this day is to educate people about making smart and informed choices while purchasing goods and services. Many consumers are often misled by false advertisements, poor-quality products, or hidden charges. World Consumer Rights Day helps people understand their basic rights, such as the right to safety, the right to information, the right to choose, and the right to seek redress in case of problems.

On this day, schools, businesses, and community groups organize awareness campaigns, workshops, seminars, and discussions. These activities teach consumers how to check product labels, compare prices, recognize genuine brands, and avoid online scams or fraud. In today's digital age, this knowledge is especially important as more people shop online. The day also encourages businesses to follow ethical practices and maintain honesty in their services.



National Vaccination Day: Protecting Lives, Building a Healthy Future



National Vaccination Day is observed every year on 16th March in India to highlight the importance of vaccines in preventing dangerous diseases and protecting public health. This day marks the launch of the country's first large-scale immunization program against polio in 1995, an initiative strongly supported by the Government of India. The program played a major role in raising awareness and ensuring that millions of children received life-saving vaccines.

The main aim of this day is to spread awareness about the benefits of vaccination and encourage people to ensure timely immunization for both children and adults. Vaccines work by strengthening the body's immune system so it can fight harmful infections. They are one of the most effective and safe ways to prevent many serious diseases.

- On this day, schools, hospitals, and health organizations conduct campaigns, seminars, awareness rallies, and free vaccination drives. Health workers educate families about vaccination schedules, the importance of booster doses, and the role of hygiene in preventing illness. Special attention is given to reaching rural and underserved communities to ensure that no one is left unprotected. Vaccines help protect individuals from serious illnesses such as polio, measles, hepatitis, and other infectious diseases.

International Forest Day: Protecting Nature, Preserving Our Future



International Forest Day, also known as World Forest Day, is celebrated every year on 21st March to raise awareness about the importance of forests and trees in our lives. This day was established by the United Nations to encourage global efforts toward forest conservation and the sustainable use of natural resources. It highlights how forests are essential not only for the environment but also for human survival and well-being.

Forests play a vital role in maintaining ecological balance. They act as the “lungs of the Earth” by producing oxygen and absorbing harmful carbon dioxide, which helps reduce the effects of climate change. Forests also protect soil from erosion, regulate rainfall, and support biodiversity by providing shelter to countless species of plants and animals. In addition, millions of people depend on forests for food, fuel, medicine, and livelihood.

On this day, schools, communities, and environmental organizations conduct tree-planting drives, awareness campaigns, workshops, and educational programs. These activities help people understand the dangers of deforestation and the importance of protecting green spaces. Many governments and groups also use this occasion to promote policies that support sustainable forest management.



World Water Day: Every Drop Counts, Every Life Matters

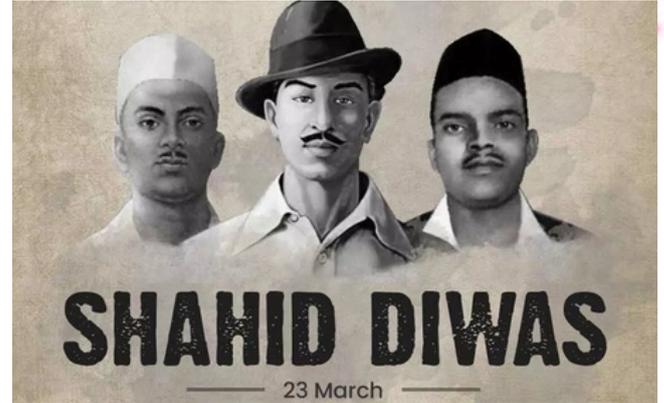


World Water Day is celebrated every year on 22nd March to highlight the importance of freshwater and promote the sustainable management of water resources. This global observance was established by the United Nations to raise awareness about water conservation and the growing challenges of water scarcity faced by many regions of the world.

Water is essential for all forms of life. It is needed for drinking, cooking, farming, sanitation, industries, and maintaining natural ecosystems. Clean water helps prevent diseases and supports healthy living. However, many parts of the world still struggle with shortages of safe and clean water due to pollution, climate change, population growth, and overuse of natural water sources. This makes it important for people to understand the value of water and use it responsibly. On World Water Day, schools, communities, and organizations conduct awareness campaigns, seminars, poster competitions, and clean-water drives. These activities teach people simple ways to conserve water, such as fixing leaks, turning off taps when not in use, harvesting rainwater, and avoiding the pollution of rivers and lakes.

The day also reminds governments and communities to improve water management systems and ensure equal access to safe drinking water for everyone. The message of World Water Day is clear: every drop of water is precious. By saving water and protecting water sources, we can secure a healthier, safer, and more sustainable future for all.

Shaheed Diwas: Remembering the Heroes Who Sacrificed for Freedom



Shaheed Diwas, also known as Martyrs' Day, is observed every year on 23rd March in India to honor the brave freedom fighters who sacrificed their lives for the nation's independence. This day marks the martyrdom of great revolutionaries like Bhagat Singh, Shivaram Rajguru, and Sukhdev Thapar, who were executed by the British in 1931 for their role in the freedom movement.

Shaheed Diwas reminds us of their courage, patriotism, and strong determination to fight against injustice. These young revolutionaries believed in the dream of a free and independent nation and were willing to sacrifice everything for it. Their bravery inspired countless Indians to unite and strengthen the struggle for independence. On this day, schools, colleges, and organizations across the country organize special assemblies, speeches, patriotic songs, and tribute ceremonies. People pay homage by observing moments of silence, visiting memorials, and learning about the sacrifices made by freedom fighters. These activities help younger generations understand the importance of history and national pride.

Shaheed Diwas also teaches valuable life lessons such as selflessness, unity, and love for the nation. It reminds citizens that freedom was achieved through great sacrifices and must be protected with responsibility and dedication.



Report

A Powerful Performance to Remember: LLDIMS Nukkad Natak Team Shines at Finale



On 4th February 2026, the Nukkad Natak team of LLDIMS delivered a remarkable final performance at the AnooGUNJ finale, leaving the audience deeply inspired and emotionally moved. Their act beautifully combined powerful storytelling, energetic expressions, and meaningful social messages that truly reflected the spirit of street theatre. From the very beginning, the performance created a strong connection with the audience and kept everyone engaged till the end.

The team consisted of talented and dedicated performers: Zaid, Harjas, Sammar, Ayush, Swati, Shrina, Dev, Ansh, and Sahil. Each member played an important role in bringing the story to life. Their coordination, confidence, and passion were clearly visible on stage. Every dialogue was delivered with clarity and emotion, while their synchronized movements and expressive acting made the performance even more impactful.

Behind this success were months of hard work, regular rehearsals, and strong teamwork. The group practiced tirelessly to perfect their timing, expressions, and stage presence. Their dedication and unity helped them present a flawless and powerful show that captured the attention of everyone present and earned loud applause.

Pratiyogita 2K26: A Thrilling Celebration of Sportsmanship at LLDIMS



The Annual Sports Meet Pratiyogita 2K26 at LLDIMS was an exciting and energetic event that brought together students, athletes, and sports enthusiasts for two unforgettable days on 12th and 13th February 2026. The meet was organized in association with the Saamp Seedi & Ludo Association of Delhi and in collaboration with the Delhi Amateur Wushu Association, which added professionalism, credibility, and a competitive spirit to the event.

The sports meet featured a wide variety of competitions, including Wushu, Table Tennis, Volleyball, Arm Wrestling, Yoga, and Chess. Each event witnessed enthusiastic participation, intense competition, and impressive displays of talent. The Wushu matches were especially thrilling, as participants showcased discipline, agility, strength, and precise techniques. Meanwhile, team sports like volleyball created an electrifying atmosphere filled with teamwork, strategy, and loud cheering from supporters.

Beyond the competitions, the overall experience of Pratiyogita 2K26 was truly remarkable. The campus buzzed with energy, excitement, and unity. Students not only competed to win but also learned valuable lessons about discipline, resilience, and sportsmanship. Many participants formed new friendships and enjoyed the spirit of healthy competition.



Voices for Change: Awareness, Action, and Youth Power Shine at Two-Day Public Awareness Programme



A Public Awareness Programme on the themes “Beti Bachao, Beti Padhao” and “Prevention of Use of Drugs” was successfully organized at the East Campus of Guru Gobind Singh Indraprastha University, New Delhi, on 24 and 25 February 2026. The programme was supported by the Office of the District Magistrate, East District, Delhi, and organized by Jagriti Vahini Foundation in collaboration with Bhagidari Jan Sahyog Samiti, with the university serving as the principal partner. The initiative aimed to spread awareness about girl child education, empowerment, and the prevention of drug abuse among youth and society.



The event was graced by chief guest Rakshit Tandon, an eminent cyber law expert, who addressed the audience and highlighted the importance of social responsibility, digital safety, and informed decision-making among young people. His session added great value by connecting social awareness with modern cyber challenges faced by students.

On 24 February, the first day of the programme, the entire BAJMC first-year class attended the event for practical exposure and real-world learning. A major highlight of the day was the impactful performance by the LLDIMS Nukkad Natak Team, whose powerful street play effectively conveyed strong messages against drug abuse and strongly promoted the importance of educating and empowering the girl child. Their performance received appreciation for its energy, clarity, and social relevance.



Special recognition goes to BAJMC students Mohit, Vinayak, and Tanmay, who played a leading role in covering the programme. Across both days, they handled professional reporting, photography, videography, conducting interviews, and documenting key moments of the event.



On 25 February, Mohit, Tanmay, and Vinayak represented the student media team as they went to cover another major programme at Delhi Pharmaceutical Sciences and Research University, Vigyan Bhavan. The event included the distribution of degrees among graduating students along with awareness initiatives. The BAJMC students actively managed reporting, complete event coverage, interviews, photography, videography, and also contributed to spreading awareness among attendees.



Syllabus

Ist year	3rd year
<p>DEVELOPMENT COMMUNICATION Unit II: Models and Paradigms of Development Communication</p> <ol style="list-style-type: none"> 1. Linear Models: Rostow's Demographic (Stages of Growth), Transmission 2. Non-Linear: World System Theory, Neo-Marxist Theory 3. Changing Paradigms of Development 4. Alternative Paradigms: Participatory, think local/Act global - Think global/Act local 	<p>MEDIA MANAGEMENT AND ENTREPRENEURSHIP Unit II: Management - Functions and Principles</p> <ol style="list-style-type: none"> 1. Management: Definition, Need and Principles 2. Management Functions: Planning, Organizing, Directing, Staffing, Controlling and Coordination 3. Management: Responsibility, Authority and Accountability 4. Leadership: Importance, Needs and Types
<p>REPORTING AND EDITING FOR PRINT JOURNALISM UNIT-2 Writing in Print Media</p> <ol style="list-style-type: none"> 1. Writing: Concepts and Elements, Types of Print Media Writing 2. Guidelines for Writing in Print Media 3. Headline and its types, Lead and Intro writing 4. Sources of News, Attribution, Off-the-record, Backgrounder, Embargo 	<p>GLOBAL MEDIA SCENARIO Unit II: Global Communication Giants</p> <ol style="list-style-type: none"> 1. Media Imperialism & Localisation of Global Media 2. International Multimedia Giants 3. Global Television and Cultural Imperialism: CNN and MTV 4. International Practices on Visual Coverage and Regulations in Media Exchange
<p>MEDIA LAWS AND ETHICS Unit II: Press Commissions, Committees and Legal Sections</p> <ol style="list-style-type: none"> 1. Press Commissions, Press Council of India and Committees: Chanda Committee, P.C. Joshi Committee, Sengupta Committee and Verghese Committee 2. Bharatiya Nyaya Sanhita Act (2023)(IPC): Section 73-74, Section 124, Section 197, Section 198, Section 199, Section 302, Section 356 3. Bharatiya Nagarik Suraksha Sanhita (2023)(CRPC): Section 35, Section 38, Electronic Evidence (Section 53,61 & 63), Section 105-106, Section 183, Section 336, Section 356, Section 398 4. Legislature: Parliamentary Privileges - Article 361A, Article 105 (Parliament), Article 194 (State Legislation), Judiciary: Contempt of Court 1971 	<p>ENVIRONMENTAL STUDIES Unit II: Ecosystem and Media</p> <ol style="list-style-type: none"> 1. Ecosystem: Concept, Structure and Functions 2. Ecological Succession: Types and Stages 3. Biodiversity: Definition and Concept 4. Role of Multi- Media in Sensitizing Masses towards Ecosystem
<p>HEALTH COMMUNICATION Unit II: Introduction to Health Journalism</p> <ol style="list-style-type: none"> 1. Health Journalism: Concept, Need and Importance 2. Roles & Responsibilities of a Health Journalist 3. Sources of Health Reporting: NFHS reports, UNICEF reports, WHO, Census 4. Role of Media in Public Health Care Campaigns: Polio, HIV/AIDS, Reproductive Child Health 	<p>ENTREPRENEURIAL MINDSET Unit II: Planning, Proposing and Pitching of business Plan</p> <ol style="list-style-type: none"> 1. Planning: Opportunity analysis: External Environment Analysis Economic Social and Technological Analysis 2. Business plan: What is business plan & Parts of a business plan 3. Proposing & Drafting a business plan 4. Pitching of a business plan
<p>STILL PHOTOGRAPHY Unit II: Basics of Camera</p> <ol style="list-style-type: none"> 1. Basic Parts of Digital Single Lens Reflex (DSLR) Camera: Lens, Sensor, Shutter, View Finder 2. Camera Control and Adjustment 3. Type of Lenses and Special Purpose Lenses 4. Camera Accessories 	
<p>BASICS OF HINDI LANGUAGE इकाई 2 हर्द्वी भाषा, तकनीक और अहभव्यहर्द्वि</p> <p>र्द्विषा की संरचना और प्रयोग, वर्द्विर्द्वी फॉट्स और यूवनकोड, टाइपिंग टूल्स: गर्द्विर्द्वि इनपुट, माइक्रोसॉफ्ट इवर्द्विडक इनपुट टूट्ट्वि, गर्द्विर्द्विर्द्वि टाइपिंग, की-बोडण, मॉविक अविव्यवक्त, वविवित अविव्यवक</p>	
<p>THOUGHTS, IDEAS AND EXPERIMENTS FOR DEVELOPED INDIA Unit 2: Transformational Experiments in Indian Development</p> <ol style="list-style-type: none"> 1. Green Revolution (M.S. Swaminathan) 2. Digital India and Aadhaar 3. ISRO and India's Space Mission 4. Role of Public Sector Enterprises (PSEs) in Nation Building 	



Activity

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
02.03.2026	03.03.2026 Holika Dahana	04.03.2026 Holi	05.03.2026	06.03.2026 Editors' Meet	07.03.2026 BHAGIDARI JAN SAHYOG SAMITI
09.03.2026 New Cinema Course	10.03.2026	11.03.2026	12.03.2026	13.03.2026	14.03.2026
16.03.2026 Mid Term exams	17.03.2026 National Conference with University School of Mass Communication, GGSIPU	18.03.2026 National Conference with University School of Mass Communication, GGSIPU	19.03.2026 Gudi Padwa	20.03.2026 Eid al-Fitr	21.03.2026
23.03.2026	24.03.2026	25.03.2026	26.03.2026 Rama Navami	27.03.2026	28.03.2026
30.03.2026	31.03.2026 Mahavir Jayanti				

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Atul Soni
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Dr. Sheweta Gaur
Newsletter Coordinator

Dr. Saleem Javed
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