

Communiqué

QUARTERLY NEWSLETTER

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LAMHE-2023: IMS Unison University's Inter-University Cultural Fest Culminates in Spectacular Elegance



IMS Unison University (IUU) recently concluded its annual cultural extravaganza, Lamhe 2023, with unparalleled grandeur and fervor. The two-day event, held on November 24 and 25, witnessed enthusiastic participation from students across various universities, making it a memorable celebration of talent, creativity, and cultural diversity. The inaugural day, November 24, marked the commencement of Lamhe 2023 with a debriefing session by Dr. Vinay Rana, the Dean Student Welfare. The Honorable Vice-Chancellor, Dr. Ravikesh Srivastava, in his welcome address, lauded the overwhelming participation from universities across the country. Dr. Srivastava encouraged students to embrace the fest's diverse offerings, showcasing their talents and passion without inhibitions.

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The first day was filled with an array of events, including Mind Conclave, Innov-Sprint, Corporate Games, Vaad Vivad (Legal Debate), Legal Camera, Sweet Treat Culinary Contest, Best out of Waste, Creative Writing, Open Mic, RJ Hunt, Photography contest, Sur Sangam (solo and duet singing), War of Bands – Band Combat, and Grandeur – The Fashion Show. The day concluded on a high note with an electrifying DJ Night.

The excitement continued the second day, November 25, as Lamhe 2023 unfolded its main events and competitions. The School of Management organized events like Innov Sprint, Thrill Pulse, and Fit-o-Manager, while the School of Law conducted Turn Court and Legal Poster Making Competition. The School of Hospitality Management added a creative touch with events like T-shirt Painting and Master Blender. The School of Liberal Arts engaged participants with an Entertainment Quiz, and the School of Mass Communication kicked off the AD Mad Show.



The highlight of Lamhe 2023 was the celebrity night on the second and final day, where the renowned singer, composer, and lyricist, Gajendra Verma, took the stage. Verma's mesmerizing performance, featuring hits like "Tune mere jaana" and "Tera ghaata," left the audience enthralled. The students danced and swayed to the rhythm, creating a magical and unforgettable conclusion to the fest. The cultural events on the second day, including Nirtya-O-Logy (Solo, duet, and group dance), Nukkad Natak, Face Painting, and Photo Montage, showcased the diverse talents of students from Graphic Era, UPES,

DIT University, Doon Business School, Zee Himgiri, Doon University, Uttaranchal University, and many more. With a massive footfall and enthusiastic participation, Lamhe 2023 at IMS Unison University successfully created lasting memories for all attendees. The organizing team, along with the students, contributed to the fest's success, making it a unique and unforgettable experience for everyone involved.

BARISTA TRAINING WORKSHOP



A Barista training workshop was organized by the F&B Services team of SoHM on October 04, 2023. The workshop instructed the students and attendees on different types of coffee, their processing, brewing methods, and hands-on practice on latte art. A barista is a professional staff in a coffeehouse, or at times referred to as a "coffee artist" who has extensive knowledge about coffee and prepares it on an espresso machine, decorates and serves coffee to the customer.



NATIONAL MOOT COURT COMPETITION (OCTOBER 09 - 11, 2023)



With a thundering heartbeat and sparkling eyes, the Moot Court Society stood up like an early bird to begin the decennial edition of the National Moot Court Competition, 2023. The first day of the competition unfolded in its full grandeur. The Preliminary Rounds began in seven different courtrooms. The session witnessed the division judge bench judging the heated arguments between counsels. Day one ended with the Result Declaration of the Preliminary Rounds. With eight teams qualifying for the quarter-final rounds, the second day of the National Moot Court Competition, 2023 began as a captivating battleground and successfully ended with the eagerly anticipated result declaration of the final round. Day 3 of the National Moot Court Competition 2023 was graced by the presence of Hon'ble Chief Guest Justice Dinesh Maheshwari, Hon'ble Guest of Honour Justice Rajesh Tandon. The two finalist teams were ready to argue with their eyes set on the coveted prize. The confidence, presentation and argumentation of the teams was the limelight of the event.

IMS UNISON UNIVERSITY ORGANISES 7TH CONVOCATION



The prestigious occasion of the 7th Convocation of IMS Unison University (IUU) held on October 14, 2023, witnessed a landmark celebration in which a total of 626 degrees and 13 gold medals, along with the Founder Chairman medal and Chancellor's medal were conferred. Hon'ble Chancellor, IUU, Prof. Gurdip Singh was the Chief Guest of the Ceremony.

The academic achievers of Ph.D., LLM batch of 2022-23, MBA, MHM, MA(J&MC) & MA (English) batch of 2021-23, B.A.LL. B (H) & B.B.A. LL. B (H) batch of 2018-23, IMBA batch of 2019-23, BHM batch of 2019-23 and BBA, B.Com.(H), BA (J&MC), BA (H) batch of 2020-23 were felicitated.

The Annual Convocation began with the Academic Procession, where the Chancellor Prof. Gurdip Singh, the Chairman, Board of Governors Shri Amit Agarwal, the Vice Chancellor Brigadier (Dr) M. Srinivasan, the Pro Vice Chancellor Prof. Ravikesh Srivastava, Registrar Col. Pranav Kumar, Members of Board of Governors (BOG), Deans, and Members of the Academic Council walked through the aisle towards the Convocation venue.



In his Convocation address, the Chief Guest Hon'ble Chancellor, IUU Prof. Gurdip Singh congratulated the graduating students for their academic achievements. He spoke about how in a short span of time, IMS Unison University has emerged as an eminent institution, renowned for its excellence in teaching and research across various disciplines. He commended the dedication of the students, teachers and staff, and the vision of the administration, especially the Chairman, for the heights the University has reached.



The Chief Guest also released the Souvenir on this auspicious occasion.

The vote of thanks was proposed by the Registrar Col. Pranav Kumar and the ceremony concluded with the National Anthem.

The Convocation celebrated the determination and hard work of the students of IUU. The ceremony saw the presence of esteemed guests, media persons, students and proud parents of the graduating students. Throughout the programme, a sense of pride and achievement was palpable among the attendees.

NATIONAL LIBERAL ARTS FESTIVAL



The School of Liberal Arts organized the National Liberal Arts festival on October 21, 2023. The event was an inter-university competition comprising activities like Mock-IAS, Idea-auction (auction of ideas), Liberal Arts - Unplugged (Open Mic) and Lens and Scissors (Film making). More than 200 students from 14 universities actively participated in all four events. The event started at 10:30 AM and went on till 5:00 PM. The event was inaugurated by the honorable Pro-Vice Chancellor and Dean of the school of Liberal Arts which was followed by an interactive session by the chief guest for the event - Mr. Maanas Lal. The written and the on-stage events were conducted simultaneously from 11:30 AM onwards and lasted till 4:30 PM. Prize distribution and the valedictory ceremony was conducted by the honorable Vice Chancellor. The convener of the event was Dr. Abhishek Juneja.

FACULTY SEMINAR ON “QUASI CONTRACT” (OCTOBER 21, 2023)



The Faculty Research Seminar was conducted by Dr. Sudhanshu Chandra on October 21, 2023, addressing the intriguing topic of "Quasi Contract." The seminar aimed to explore the legal aspects of a contract and its essentials and drew comparisons to established principles of various types of contract law. The basic elements of a contract and the intricacies involved in the formation of a contract were deliberately discussed. Attendees were left with valuable insights into the intricacies pertaining to the formation and enforcement of the contract.

Overall, the seminar proved to be a significant contribution to the ongoing academic discourse on the law of Quasi-Contract and garnered positive feedback from all participants.

SOCIAL OUTREACH - LEGAL AWARENESS ON CONSUMER RIGHTS (OCTOBER 21, 2023)



The School of Law at IMS Unison University, Dehradun, demonstrated its commitment to community service and legal education through a vibrant and impactful Legal Awareness on Consumer Rights held at Gandhi Park, Dehradun, on October 21, 2023. The event witnessed active participation from various sections of the community, including students, families, and local residents. Participants engaged in insightful discussions and interactive sessions, gaining valuable insights into consumer protection laws, safe online shopping practices, food labeling, and the importance of product

quality standards. Attendees had the opportunity to engage in a lively Q&A session, where they could seek clarifications and guidance on consumer-related issues. Additionally, interactive activities such as group discussions encouraged active participation and knowledge retention.

FACULTY SEMINAR ON " DEVELOPING STAFF PERFORMANCE THROUGH STAFF ENGAGEMENT IN QSR"



The monthly faculty research seminar was conducted at SOHM on October 27, 2023. Mr. Devashish Pandey, Assistant Professor was the resource person for the seminar titled " Developing Staff Performance through Staff Engagement in QSR - A Case Study of Uttarakhand". The session touched upon the understanding and significance of staff engagement practices in Quick Service Restaurant (QSR). Employee engagement is crucial in the QSR Industry to ensure that employees are motivated, satisfied, and committed to their roles. Engaged employees tend to provide better customer service, are more productive, and help create a positive work environment.

FACULTY PRESENTATION ON “GREEN MARKETING MIX AS A CSR TOOL” AT SCHOOL OF MANAGEMENT, IUU



School of Management organized a Faculty Research Presentation on October 30, 2023 on the topic of “Green Marketing Mix as a CSR tool” presented by Dr. Priyanka Gosain, Assistant Professor, School of Management, IUU. Green Marketing Mix as a CSR tool has become a necessity for businesses looking to thrive in an environmentally conscious world. By focusing on product, price, place, and promotion with a sustainability lens, companies can achieve a balance between profit and responsibility.

When done right, green marketing not only benefits the environment but also bolsters brand reputation, attracts conscientious consumers, and ensures long-term business viability. It is evident that embracing green marketing as a CSR tool is a win-win strategy for businesses and society alike, paving the way for a more sustainable and responsible future.

WORKSHOP ON TEA AND TISANES



A workshop on Tea and Tisanes was conducted on October 31, 2023. The resource persons for the workshop were Dr. Amit Tariyal and Mr. Shashikant. This workshop offered a unique opportunity to build brewing skills in various types of teas and tisanes.

VIGILANCE AWARENESS WEEK



IMS Unison University is proud to observe Vigilance Awareness Week on November 04, 2023. As a part of this crucial initiative, the Kalaship Club organized a thought-provoking poster-making activity under the theme "Say no to corruption, commit to the nation." Enthusiastic students from various schools within the University poured their creativity into these posters, delivering a powerful message through art.

Let's stand together in our commitment to combat corruption and pave the way for a brighter future!



NATIONAL JOURNALISM DAY CELEBRATIONS AT SOMC



The School of Mass Communication celebrated National Journalism Day on November 17. The highlight of the event was a screening of the critically acclaimed film "Peepili Live," which aimed to provide students and faculty members with valuable insights into the inner workings of the media industry and the art of news storytelling. The screening, attended by a diverse audience of students, faculty, and members of the School of Liberal Arts, captivated the attendees with its thought-provoking narrative and compelling storytelling. "Peepili Live," a thought-provoking Indian satirical comedy-drama, delves into the challenges faced by the media and sheds light on the process of crafting news stories that resonate with audiences.

The event concluded with a panel discussion, during which students and faculty actively participated in a dialogue inspired by the screened movie. Additionally, the screening attracted attendance from both faculty and students of the School of Liberal Arts.

LEGAL AID AND AWARENESS CAMP (NOVEMBER 18, 2023)



In pursuit of its commitment to community service and legal outreach, the School of Law at IMS Unison University organized a legal aid camp at the village of Anarwala on November 18, 2023. This initiative aimed to provide valuable legal assistance and guidance to the residents of the village, addressing their legal concerns and fostering legal awareness within the community.

The event saw active participation from students of the School of Law, IMS Unison University, who worked diligently to offer legal counsel and support to the villagers. The students engaged with the community, addressing various legal queries, providing information on fundamental legal rights, and offering guidance on law.

FACULTY SEMINAR ON ACCESS TO JUSTICE DURING THE COVID-19 PANDEMIC: ROLE OF TECHNOLOGICAL INTERVENTIONS (NOVEMBER 18, 2023)



The Faculty Research Seminar was conducted on November 18, 2023 on the topic "Access to Justice during the Covid-19 Pandemic: Role of Technological Interventions" by Mr Anoop Kumar, Assistant Professor, School of Law. COVID-19 has become one of the worst crises in human history and has affected not only the socio-economic but the political setup as well. It has also created a vacuum in the justice delivery system across the world. Given that norms of social distancing and lockdowns have adversely affected the quest for justice, especially in countries like India, the huge pendency of cases has added fuel to the fire. In this regard, the role of the honorable high courts and the Supreme Court cannot be ignored since they came out with detailed guidelines for promoting access to justice during a pandemic. The session ended on a high note with the question-and-answer session.

GUEST LECTURE FOR MBA STUDENTS ON “AUTOMOTIVE DISRUPTION AND THE URBAN MOBILITY REVOLUTION”



Dr. Kailash Srivastava, Professional turned Academician and Former Vice Chancellor, Symbiosis University, Indore conducted an interactive session (student seminar) with the MBA students of Semester I of School of Management, IMS Unison University on the topic of “Automotive Disruption and the Urban Mobility Revolution” on November 23, 2023.

The guest lecture provided an enriching platform for MBA students to grasp the complexities and opportunities arising from the automotive disruption and urban mobility revolution. It stimulated discussions on innovation, sustainability, collaboration, and strategic adaptation, equipping future business leaders with a holistic understanding of the evolving automotive landscape.

Dr. Kailash Srivastava shared his insightful experiences and apprised students of the latest trends in the industry. He enthusiastically responded to various queries raised by the students through his valuable inputs that proved to be an eye opener.

NATIONAL CONSTITUTION DAY (NOVEMBER 28, 2023)



School of Law IMS Unison University celebrated the 74th Constitution Day on November 28, 2023 at Seminar Hall Block V. The Chief Guest of this event was Retd. Justice Rajesh Tandon, Naini Taal High Court, Uttarakhand. He is a Former Chairman of the Uttarakhand State Law Commission; Former Judge of Uttarakhand High Court at Nainital; Former Chairperson of Cyber Appellate Tribunal, Govt. of India; Former Vice-Chairman, Amity Institute of Cyber Law and Cyber Crime, Uttar Pradesh; Former Member, Human Rights Commission, Uttarakhand; Former Member of the Sanskrit University of Uttarakhand; Former Returning Officer, Boxing Federation of India. Under the dynamic leadership of our esteemed Dean, Prof. (Dr.) Ashish Verma, (Dean School of Law), the celebration of Constitutional Day reached new heights. His dedication to promoting constitutional awareness has left an indelible mark on our institution, making the celebration of Constitutional Day a memorable and enriching experience for all. The Chief Guest appreciated the efforts made by the School of Law, IMS Unison University, Dehradun. A vote of thanks was given by Prof. Kshitij Rai, Assistant Professor, School of Law, IUU.

WORKSHOP ON MOLECULAR GASTRONOMY



As part of the ongoing festivities in honor of International Chef's Day, the School of Hospitality Management hosted an enlightening workshop on molecular gastronomy for students on November 21, 2023. This captivating event delved into the rich history and significance of molecular gastronomy, a culinary art that has been redefining the gastronomic landscape. The workshop proved to be an incredible learning opportunity, offering students an in-depth understanding of seven distinct techniques within the realm of molecular gastronomy. In sum, the School of Hospitality Management's workshop on molecular gastronomy was a remarkable exploration of this captivating culinary art. It not only celebrated the significance of

International Chefs Day but also provided students with valuable insights and hands-on experience with techniques that are at the forefront of culinary innovation. This event truly expanded the horizons of gastronomic creativity for the aspiring chefs of tomorrow. The resource persons for this workshop were Dr. Chef Abhay Chamoli and Chef Devashish Pandey.

SOCIAL OUTREACH VISIT BY SCHOOL OF LIBERAL ARTS



The activity for this semester consisted of a visit to the Garhwal English Medium School in the village Sainji, some 15 KM from the hill station, Mussoorie and 3KM from the local picnic spot, Kempty Falls. The school is part of an NGO called GOUN (Garhwal Organization for Uplifting the Needy) and has been operating since 2009 for the benefit of underprivileged children in the hills who cannot afford quality English Medium Education. Twenty-Five students of IMS Unison University, the School of Liberal Arts, went on the visit along with three faculty members and they were divided into three groups which interacted with different sets of students.

The university had also procured an extensive list of playthings and learning material for the school students which was taken along. IMS students, in their respective groups, interacted with the school children, teaching them simple concepts of English, Mathematics, telling them about college life, career counselling and sports. The groups also used the equipment brought with them to teach the school kids games which could increase their learning capabilities. The 2022-25 batch gained a fresh perspective on life through the visit- learning about how hopes and dreams can be kept alive even in difficult terrains.

Faculty Presentation on “Reputational Impact of Covid-19 Pandemic Management on World Health Organization among Indian public health professionals”



School of Management organized a Faculty Research Presentation on November 30, 2023 on the topic of “Reputational Impact of Covid 19 Pandemic Management on World Health Organization among Indian public health professionals.” presented by Dr. Suneel Gupta, Director IQAC and Professor - School of Management, IUU.

The COVID-19 pandemic has not only posed significant health challenges but has also tested the credibility and reputation of global health organizations, particularly the World Health Organization (WHO). This faculty research presentation delves into the perceptions and reputational impact of the WHO's management of the pandemic among Indian public health professionals.

This presentation provides valuable insights into the complex interplay between global health governance, local perceptions, and the reputational impact of pandemic management strategies, specifically focusing on the World Health Organization within the Indian public health community.

Ad Mad Show organised by School of Mass Communication



On November 25, 2023, during Lamhe, the Ad Mad Show was conducted by the School of Mass Communication. Participants showcased their wit and marketing flair, crafting spontaneous advertisements that brilliantly sold brands and products. The event was a lively display of quick thinking and persuasive communication, leaving the audience entertained and impressed.

Faculty Presentation on Digital Journalism



The School of Mass Communication organised a faculty seminar on “Digital Journalism: Trends and Future” on November 30, 2023. Dr. Anwasha Sen Majumdar, faculty member, SOMC was the resource person of the seminar. The seminar aimed to shed light on the changing landscape of journalism in the digital era and explore the emerging trends and potential opportunities in this field. Dr. Majumdar explored how digital journalism has revolutionized the way news is consumed and represented, emphasizing the importance of adapting to new digital tools and techniques.

National Conference organised by School of Mass Communication



On December 2, 2023, The School of Mass Communication (SoMC) organised a National Conference on “Media, Democracy and Social Change: Navigating Opportunities & Challenges”. Prof. (Dr.) K.G. Suresh, Vice Chancellor, Makhn Lal Chaturvedi University, Bhopal, was the Chief Guest and Keynote Speaker for the conference. The conference was divided into four technical sessions, i.e., Media and Political Landscape; Media Literacy and Civic Engagement; Technological Advances and Social Change; and Media Ethics and Social Responsibility. Each session was chaired by senior academicians from different universities. 54 participants participated in the conference from different universities across India and represented different disciplines. Throughout the conference, participants engaged in insightful discussions and deliberations on the conference theme. The event concluded with inspiring participants to carry forward the insights gained and apply them in their academic and professional pursuits.

Institution Building Open House Interaction with Students



On December 8, 2023, the School of Mass Communication organized an 'Institution Building' Open House interaction with students. The event was a dynamic and interactive session, fostering a meaningful dialogue between students and the institution. Participants engaged in insightful discussions, gaining valuable insights into the school's vision, mission, and future. Esteemed faculty members and administrators took centre stage, sharing their experiences and perspectives on institution building. Students had the opportunity to voice their thoughts, ask questions, and contribute ideas to shape the future of the School of Mass Communication.

ATITHI-2023



On December 9, 2023, Mr. Devashish Pandey (Assistant Professor) attended the International Conference on Advance Technologies and Innovations in Tourism and Hospitality Industry (ATITHI-2023) at Subharti University, Meerut, where he presented a paper on "The impact of employee engagement practices on organizational and employee performance in QSR"

On the December 9 and 10, 2023, Dr. Amit Tariyal and Dr. Abhay Chamoli attended a conference at Swami Vivekanand Subharti University in Meerut, Uttar Pradesh. The conference, titled "Advanced Technologies & Innovations in Tourism & Hospitality Industry -

ATITHI 2023" in collaboration with Food Safety and Drug Administration, Government of Uttar Pradesh, brought together a diverse group of professionals, academics, and researchers to discuss and exchange insights on broad range of topics related to education, industry and research in hospitality and tourism. The event took place at the Swami Vivekanand Subharti University campus in Bhikaji Cama Subharti College of Hotel Management.

International Human Rights Day (December 11, 2023)



The 75th celebration of International Human Rights Day 2023 at the School of Law, IMS Unison University, took place on December 11, 2023. The dynamic occasion featured the virtual presence of Prof. (Dr.) Ravikesh Srivastava, Vice Chancellor, IMS Unison University, Dehradun, as the Chief Guest, and Prof. (Dr.) Ashish Verma, Dean, School of Law, as the Guest of Honour. The primary objective of Human Rights Day was to raise awareness and promote the understanding and respect for human rights on a global scale which was fulfilled with the presence of distinguished dignitaries in the event.

Faculty Seminar on “Public Law Principles in Private Wrongs: Constitutional Perspective on Indian Tort Law”.



In the series of Internal Faculty Seminars, on December 12, 2023, a seminar was organized by the School of Law on the topic “Public Law Principles in Private Wrongs: Constitutional Perspective on Indian Tort Law”. The topic was presented by Mr. Rajiv Kumar, Assistant Professor, School of Law. This seminar enabled the faculties to understand how the development of public interest litigation has blurred the distinction between public law and private law. In this seminar, Mr. Kumar discussed the interaction between Indian constitutional law and tort law, particularly focusing on the significant expansion of fundamental rights jurisprudence by the Supreme Court of India. He concluded with the suggestion that the higher judiciary must take some steps to deal with the problem and protect the interest of the private parties and for that, the lower judiciary must be strengthened for proper adjudication of tort cases in India. The Seminar ended with a question-answer session.

Faculty Seminar on H-Index



Mr. Sumit Pratap, Assistant Professor from the School of Hospitality Management delivered an intuitive presentation titled "H-Index" on December 26, 2023 as a part of Faculty Research Seminar Series. The h-index captures research output based on the total number of publications and the total number of citations to those works, providing a focused snapshot of an individual's research performance. The seminar covered ways to measure your research impact via the H-index through a range of tools including Web of Science, Scopus & Google Scholar. It created awareness among the faculty members about publications, citations, and h-index as per NAAC requirements.

Faculty Presentation on "Social Media Literacy and Its Relevance in Contemporary Times"



The School of Mass Communication (SoMC) organised a departmental faculty seminar on December 19, 2023. The resource person for the seminar was Ms. Sakshi Tiwari, Assistant Professor, SoMC. Ms. Tiwari spoke about social media literacy and its relevance in contemporary times. She discussed how, over time, social media has become a major platform for committing cybercrime and how a lack of social media literacy among youth is making them more vulnerable to such crimes. The presentation ended with a question-and-answer session.