



Winds of Change: Navigating India's Digital Media Revolution

Dr. Rajawat Manisha Adapting to the Digital Winds

The ink may still be drying on yesterday's newspapers, but the winds of change are already rustling through the pages of India's media landscape. Technology, like a skilled puppeteer, is pulling the strings, transforming how Indians consume and create information.

Digital Rise: Evolution of News Platforms

One detailed example of the changing media landscape in India is the rise of digital news platforms. Traditional print

newspapers are gradually losing readership as more and more Indians turn to online news sources for their information.

Platforms Revolutionizing News Consumption

Platforms like The Quint, Scroll.in, and The Wire have gained popularity among younger audiences who prefer accessing news on their smartphones rather than buying physical newspapers. These digital platforms not only provide news articles but also incorporate multimedia elements such as videos, pod-

casts, and interactive graphics to enhance the user experience and engagement.

Trends Shaping the Future

Several trends are shaping the future of the media industry. Direct-to-consumer (D2C) video streaming platforms are on the rise, offering consumers a plethora of content at their fingertips. Augmented reality (AR) and virtual reality (VR) are becoming top digital media industry trends, providing immersive experiences to users. eSports broadcasting is revolutionizing television broadcasting, while



AI and blockchain are set to transform the industry. Music streaming services continue to grow, and the focus on per-

sonalized content and OTT content advertisements is enhancing the user experience.

Digital Revolution: Key Industry Trends

For example, a major trend in the media industry is the rise of D2C video streaming platforms like Netflix and Hulu. These platforms provide consumers with a wide range of content options, allowing them to stream their favorite TV shows and movies directly to their devices. Another example is the integration of AR and VR technologies in the media industry. Companies like Facebook's Oculus Rift and Google's Daydream are creating virtual environments that offer immersive experiences,

such as virtual concerts or interactive storytelling, bringing users closer to the content they love.

Consumer-Centric Media: The Future Unveiled

These trends are significantly influencing consumer behavior. There's a clear shift towards personalized experiences and an increase in mobile video consumption. Consumers are seeking content that resonates with them, and media companies are leveraging data to deliver personalized content.

The Road Ahead: Navigating Opportunities

and Challenges

Looking ahead, the media industry is set for exciting times. While there are challenges, the opportunities are immense. The key to success lies in understanding these trends and adapting to the changing media landscape. Henceforth, the media industry is undergoing a significant transformation.

Staying informed and adaptable to these changing trends is crucial. As we navigate through this exciting landscape, one thing is clear: the future of media is here, and it's digital.

Sangam University Celebrates Tenth Convocation with Elation and Achievements

Bhilwara: Sangam University celebrated its tenth convocation on February 9 with great enthusiasm. The convocation was chaired by Shri Ram Pal Soni, Chairman of Sangam Group. The chief guest for the occasion was Shri Bhuvan Chandra Pathak, Chairman and Managing Director of NPCIL, Department of Atomic Energy, Government of India. The convocation address was delivered by Prof. G.D. Sharma, President of the Association of Indian Universities, New Delhi.

Key Highlights:



- A total of 29 Ph.D. degrees, 01 Post-Doctorate, and 25 topers were awarded Gold Medals, along with UG and PG degrees, encompassing a total

of 560 students. - Additionally, diplomas, PGDCA, D.Pharm certificates, and more were conferred upon a total of 784 stu-

dents during the convocation ceremony.

- Prof. Rajiv Mehta, Registrar, administered the oath of truth, loyalty, and honesty to all the graduating students.

- Prof. Karunesh Saxena, Vice-Chancellor of Sangam University, presented the annual report of the university, highlighting academic, non-academic, research, sports, and NSS achievements.

- Shri Bhuvan Chandra Pathak, Chief Guest and CMD of NPCIL, extended his best wishes to all the graduating stu-

dents for a bright future.

- In his convocation speech, Prof. G.D. Sharma emphasized the importance of adaptability and readiness for change in the evolving era of new IT technologies and the 2020 National Education Policy.

- The ceremony included the release of an overview, placement brochure, unveiling of the International Conference souvenir, and recognition by India Book of Records.

- Prof. Manas Ranjan Panigrahi, CEO of Sangam Group, expressed gratitude to all the dignitaries and students.

- The convocation, presided over by Prof. Vinay Agrawal, Coordinator of the event, was coordinated by Dr. Seema Kabra and Neha Sabarwal.

- Dr. Rajkumar Jain, Public Relations Officer, mentioned that security digital features were incorporated into the degree certificates this year.

The convocation ceremony concluded with a thanksgiving note from Prof. Vinay Agrawal, acknowledging the efforts of the team members who contributed to the successful organization of the event.

Geetanjali Institute Hosts Inspiring Excellence Talk Event

Udaipur: "Everyone possesses a unique ability within them, and it is essential to refine it for success," said Mr. J.P. Agrawal, Chairman of the Geetanjali Group. An Excellence in the Job Expert Talk was organized at Geetanjali Institute of Technical Studies, Dabok, Udaipur. The event featured Mr. J.P. Agrawal as the chief guest.



Mr. Agrawal addressed students and faculty members, emphasizing the growing importance of excellence in working in today's fast-paced and dynamic environment. He highlighted the need for honing skills through hard work, practical intelligence, and adaptability. He stressed the significance of not only knowledge and skills but also the importance of strong determination and dedication in achieving excellence.

Mr. Agrawal shared insights from his life journey, encouraging everyone to learn from experiences. On this occasion, Dr. N.S. Rathore, Director of the institute, explained how the institute has become a part of prestigious educational institutions in India by winning various hackathons organized by the Indian government.

Dr. P.K. Jain, Director of MBA, highlighted Mr. Agrawal's simplicity, clarity, and expertise. Geetanjali Group's Director Mrs. Kanika Agrawal, Mrs. Shruti Agrawal, and Finance Controller B.L. Jangid, along with the entire Geetanjali family, benefited from this expert talk. The vote of thanks was presented by Dr. Radha Chaudhary, Principal of Geetanjali College of Science and Commerce, and the program was conducted by Dr. Anjali Dhabhai and Assistant Prof. Shailja Ranawat.

Apollo Hospitals Pioneers 'Made in India' CAR-T Cell Therapy

Udaipur: Apollo Cancer Centres (ACCs) has achieved a groundbreaking milestone by becoming India's first private hospital group to successfully complete the 'CAR-T cell' program. To further advance this initiative, the group is introducing 'Made in India' CAR-T cell therapy, starting with NexCAR19™ (Acalycaabtagene autoleucel), catering to B-cell lymphomas and B-acute lymphoblastic leukaemia patients aged 15 and above. CAR-T cell therapies globally recognized for their success in treating challenging B-cell malignancies have benefited over 25,000 patients worldwide. Dr. Velu Nair, Head of Medical Services & Chief Consultant - Hemat-Oncology, ACC, Ahmedabad, expressed the significance of treating three patients commercially with CAR-T cell therapy, highlighting its potential in providing hope for challenging conditions.

Dr. Nair emphasized, "Having successfully treated patients with imported drugs, we are now poised to treat them with the indigenously built therapy." Mr. Neeraj Lal, COO, Apollo Hospitals, Ahmedabad, lauded Apollo Cancer Centres for achieving a remarkable feat in cancer treatment. As the first private hospital in India to succeed in CAR-T cell therapy, the institution sets a new benchmark, reaffirming its commitment to groundbreaking healthcare. The indigenously built CAR-T treatment, NexCAR19, reflects a dedication to accessible and effective solutions, rewriting possibilities for cancer treatment in India and beyond. CAR-T cell therapies, referred to as 'living drugs,' involve extracting a patient's T-cells, genetically modifying them to express Chimeric Antigen Receptors (CARs) specific to certain cancer cells, and then infusing them back into the patient. Apollo Cancer Centres' introduction of CAR-T cell therapy signifies a new era in cancer treatment within the country, aligning with their legacy of introducing innovative medical infrastructure and achieving milestones.

PMCH: Organize Workshop on Basic Life Support (BLS)

Udaipur: The Pediatrics and Neonatology Department of Pacific Medical College and Hospital organized a one-day workshop on Basic Life Support (BLS) in collaboration with Barkshaap.

The inauguration of Barkshaap took place in the presence of Aman Agrawal, Executive Director of the hospital, CEO Sharad Kothari, Principal Dr. M.M. Mangal, Medical Superintendent Dr. R.K. Singh, Dr. Sudhir Mavadiya from the Pediatrics and Neonatology Department, and Dr. Bhupesh Jain, President of I.A.P. Udaipur, who collectively lit the lamp in front of Ma Saraswati.

Dr. Puneet Jain, Coordinator of Barkshaap and Pediatric Critical Care Intensivist, explained that the educational initiative

(Barkshaap) was organized under the guidance of esteemed trainers to enhance the skills of healthcare providers in pediatric emergency care. The workshop aimed to ensure the highest standards of medical expertise and patient care.

The program covered topics such as pediatric resuscitation techniques, CPR protocols, and emergency response procedures tailored to the specific needs of children. Participants commended the comprehensive nature of the program and praised the expertise of the trainers. The practical insights provided during the workshop are expected to positively impact the diagnostic practices of physicians.

The success of the workshop was attributed to the collaborative efforts of Dr. Sunny Malviya, Dr. Palak Jain, and Dr. Swaroop Singh.



Expert Career Guidance for Students

Udaipur: St. Gregorius Senior Secondary School organized a career guidance seminar for students of classes eleventh and twelfth.

In the seminar, Jitendra Singh, an expert career counselor, education advisor, and J.S. Global Udaipur, provided detailed insights into the changing career landscape with technology and future-proof career options. Mr. Singh emphasized that the impact of ever-evolving technology will affect all types of careers in the coming years, and individuals should keep themselves updated. He discussed new career options such as architectural science, UI design, environmental science, sports management, fintech, game design, etc., stating that students should choose their careers based on their personality and interests to achieve both success and satisfaction. On this occasion, the school principal Shubha Joshi, Academic Coordinator Ashish Agrawal, Senior Secondary Supervisor Satyabhusan Sharma, and all the teachers were present.

Nutri-Smart Village Scheme: Empowering Women for Health and Happiness

Under Maharana Pratap Agriculture and Technology University, the All India Coordinated Research Project on Women in Agriculture organized a 3-day training program in Thoor village from February 5th to 7th, 2024. Dr. Vishakha Singh led the program, part of the Nutri-Smart Village Scheme, focusing on nutrition, health, and a happy lifestyle for women. Dr. Sumitra Meena enlightened participants on nutrient-rich grains and value-added products. Renowned scientist Dr. Gayatri Tiwari emphasized a busy, joyful, and healthy life, covering reproductive health and recreational sports. The valedictory session, attended by Sarpanch Shri Jagdish Bhandra Gancha, highlighted the impact of the training, with certificates and prizes awarded to participants. Dr. Kheda expressed gratitude, acknowledging special contributions. The initiative aimed at empowering women for a healthier and happier life.

B.N. College's Law Department Educational Excursion

B.N. College's Law Department orchestrated an insightful visit to Bhopal Nobles University's facilities, including Kishoregrih and the Kshatriya Law Science Laboratory. Faculty members and law students aimed to comprehend the institutions' functions and relevance.

Principal Magistrate Sanjay Malviya of the Juvenile Justice Board shared expertise on juvenile offenders, while Dr. Paramjeet Singh highlighted the law science laboratory's units. B.N. University's leadership expressed gratitude for such informative initiatives. The visit also provided law students with a deep dive into various departments at the university, fostering an understanding of their educational systems. Principal Magistrate Malviya issued a caution on juvenile offenders, emphasizing integration efforts.

Former MP Inaugurates Free Surgery

Today, on February 11, the inaugural ceremony of a free surgical operation camp at Shriram Van Kutir Ashram in Hadiyakol, Barabanki, was conducted by former Member of Parliament, Dr. P.L. Puniya. Dr. P.L. Puniya was warmly welcomed by the camp director, Dr. J.K. Chhapparwal of Udaipur, and Dr. Archana Agrawal of Lucknow, with a floral garland. Dr. Puniya interacted with dedicated doctors who came from across the country to serve patients and visited the wards to inquire about the well-being of the patients. He also visited the temple to seek blessings from Lord Hanuman for the speedy recovery of the patients. Ashram

caretaker Manish Mehrotra mentioned that this year, 5000 patients had registered for eye surgeries (cataract removal). A team led by renowned Asian doctor Dr. Jacob Prabhakar from Jalandhar performed 3050 eye surgeries using the phaco method.



The remaining patients received free consultation and medication. Patients who underwent surgery will be called for a follow-up after a month, and power glasses will be provided to all.

From one to 50 years of age, patients registered for hernia, hydrocele, and piles surgeries in this year's surgical camp. On the first day, 150 surgeries were successfully conducted by renowned doctors from across the country. Tomorrow, Food and Supply Minister Satish Sharma will visit to check on the patients' well-being and boost the morale of the doctors. On this occasion, Chief Medical Officer Dr. D.K. Shrivastava and T.N. Varma from the health office inspected the camp.

BTU Scholars Head to National Youth Environment Parliament

Bikaner: Bikaner Technical University (BTU) proudly announces the selection of four students to represent Rajasthan at the forthcoming National Youth Environment Parliament, organized by the Ministry of Environment, Forest, and Climate Change. The prestigious event, slated for February 10th and 11th at the Legislative Assembly in Nagpur, Maharashtra, will convene 200 students from over 150 universities nationwide.

Vikram Rathore, Public Relations Officer, revealed that the selection process involved students from various universities, with BTU securing four representatives - Fardin, Prachi Rathore, Deepak Tak, and Rashi Singh. These students will articulate their perspectives on separate portfolios during the parliamentary sessions. Additionally, Dr. Mamta Sharma Pareek and Dr. Gayatri Sharma will serve as mentors representing BTU.



Prof. Ambarish Sharan, BTU's Vice-Chancellor, lauded the students, underscoring the significance of positive thinking and progress for the nation's youth. He highlighted the event as a platform for showcasing eloquence, critical thinking, and leadership skills, fostering confidence and overall skill development.

Dr. Abhishek Purohit, Dean of Student Welfare, stressed the active role of youth in environmental betterment. Expressing pride in the students' participation, he voiced optimism that their engagement would inspire others to express strong opinions and contribute to environmental conservation.

In January 2024, BTU collaborated with the Ministry of Environment, Forest, and Climate Change to host a two-day state-level National Youth Environment Parliament, aimed at raising awareness and deepening understanding of environmental conservation among students.

Manthan School Triumphs: Sweeps Outstanding Cambridge Learner Awards

Hyderabad: Manthan School attains excellence as three outstanding learners clinch the prestigious Outstanding Cambridge Learner Awards for their exceptional performance in the March 2023 Cambridge International Education examination series.

Recognizing accomplishments across 40 countries, the program highlighted students' excellence in Cambridge IGCSE examinations. Globally renowned, Cambridge qualifications equip learners with versatile skills, highly esteemed by leading universities.

The Top in the World awards ceremony unfolded on January 28, 2024, at The Lalit, Mumbai, where Manthan School's Haasini and Ishan received accolades for securing the top spot globally in Cambridge IGCSE Economics. Vivaan achieved a double honor, being recognized as Top in the World in both Cambridge IGCSE Mathematics (Without Coursework) and Cambridge IGCSE Information & Communication Technology.

Ruchika Upadhyay, Manthan's Vice Principal and Head of Academics & Social Studies, expressed profound pride, attributing the awards to the diligence, determination, and intellect of teachers and students alike. She commended the school's unwavering commitment to excellence and encouraged further achievements.

Poulami Ghosh, Manager - South India, Cambridge International Education, extended heartfelt congratulations, recognizing the hard work of both learners and teachers at Manthan School. Ghosh expressed confidence that Cambridge qualifications will pave the way for exciting future opportunities, wishing the students continued success in their endeavors.

Dr. Medha Mathur's Book Released

Dr. Medha Mathur, Associate Professor in the Department of Community Medicine at Geetanjali Medical College and Hospital, Udaipur, was invited as a resource person for the pre-conference workshop on leadership in public health. During the 51st National IAPSMCON 2024, the launch of Dr. Medha Mathur's book on Case-Based Learning took place. She also released the Logbook for the District Residency Program (DRP) in which she contributed.

Dr. Medha Mathur chaired the prestigious Kailuram Best Paper Award session during the conference.