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PRAYAGRAJ

EDUCATE... EVOLVE... EMPOWER...

BIANNUAL NEWSLETTER

UNIZIET

VOL - 4

AUGUST 2023



**UNIZIET****BIANNUAL NEWSLETTER**

PRAYAGRAJ

EDUCATE... EVOLVE... EMPOWER...

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## FROM THE DESK OF

## Vice Chancellor



**Prof. Anand Mohan Agrawal**  
Vice- Chancellor

**W**hat makes a child gifted and talented may not always be good grades in school, but a different way of looking at the world and learning. This is what every faculty member aspires for in the United University. The impact of education is not limited. It goes beyond shaping students as individuals and enhancing their perspective. We help them in becoming a better citizens and eventually build a better society.

I am immensely ecstatic in expressing my conviction that United University shall manifest the highest standards of academic excellence. The University shall be the harbinger of a new era in the domain of higher education.

I am delighted to present the Fourth edition of UNIZIET to you. This edition has been developed with new sections and more content. I hope you will like it and give your constructive suggestions for further improvement.

“ When work, commitment, and pleasure all become one and you reach that deep well where passion lives, nothing is impossible...”

- Nancy Coey

## FROM THE DESK OF

## Associate Dean



**Dr. Chetan Vyas**  
Associate Dean  
Planning & Development

**D**ear Students, Education is a very precious thing and Learning is a continuous process of gaining knowledge and wisdom. It enhances our personality to an extent through which we can enrich the lives of everyone associated with us. I am encouraged when I see young people embracing on successfully their journey to various professional fields. Your Efforts will definitely make the world a better place. The vision of the university is to give you a gift for life, the lamp of education and make you an efficient individual. So, dream big and always think high because the path to a goal is like a river. Sometimes calm and moving in the chosen direction and occasionally rough, which motivates us to stay alert and teaches us to never give up.

It's a matter of Supreme privilege for me to guide you further through this platform. We are constantly improving our teaching methods and approach so that it turns learning into a combination of classroom study, research and innovations. We are determined to help our students bloom into individuals who may become blessings to their home, workplace and society. Consistent support of parents is the most strengthening power for us which enables us to mould the future of our children. I pay my gratitude to them for showing their continuous faith in us as an institution.

And I wish each one of you great a success ahead.

“ Educating the mind without educating the heart is no education at all...”

- Aristotle

## FROM THE DESK OF

## Editor



**Dr. Vinay Vikram Singh**  
Editor-Uniziet  
Associate Professor  
Coordinator  
Faculty of Journalism &  
Mass Communication

**I** am glad and delightful to present the fourth edition of our University's newsletter. Our university's ambience has been cherishing and edifying for the students where they are given various opportunities of enhancing their cognition capacity and creative thinking.

I would also like to state that this edition will attract the attention of the reader's towards the holistic growth and development of the university's academic environment. Various events which are organised within and outside the campus nourishes and fosters student's exposure to various opportunities and real life experiences.

I hope this newsletter will serve as a medium of disseminating knowledge about the university and its healthy educative environment.

“ Put your heart, mind, intellect and soul even to your smallest acts. This is the secret of success....”

- Swami Sivananda

## FACULTY OF

**JOURNALISM & MASS COMMUNICATION**
**The Industrial Visit to  
DAINIK JAGRAN  
PRINTING PRESS**

An industrial visit to Dainik Jagran was organized for students studying journalism and mass communication by United University, Rawatpur on 10th May by the department of journalism and mass communication for first year students under the guidance of Mr. Abuzar

Waquar and Mr. Rishabh Pandey with special wishes from Dr. Vinay Vikram Singh (head of the department). It was a unique opportunity for students to get a first-hand look at the inner workings of one of the largest Hindi newspapers in India. The visit offered a glimpse into the world of journalism, the newspaper industry, and the technological advancements that goes into producing a daily newspaper.

The visit began with an overview of the Newspaper industry, followed by a brief history of Dainik Jagran. The students were then taken on a tour of the various departments in the newspaper that is the printing press. The students were provided with refreshments and a proper outlook of the printing press. The printing press was a fascinating aspect of the newspaper industry. Dainik Jagran has state-of-the-art printing presses that can print up to 40,000 copies per hour. Students got to witness the entire printing process; starting from the preparation of the printing plates to the final product that rolls off the presses.

Jagran was a unique opportunity for students to learn about the newspaper industry and the various aspects that goes into producing a daily newspaper. The visit offered a glimpse into the world of journalism, and students got to learn about the challenges and rewards of working in the media industry.

The visit was an eye opener for students and would surely provide them with the foundation to make more informed decisions about their future initiatives.



The Faculty of Journalism and Mass Communication in full flow during an inter departmental **DRAMA COMPETITION TITLED "NATYA RANGMANCH"** on World Theater Day: The Faculty of Journalism and Mass Communication organized an interdepartmental Drama Competition titled "Natya Rangmanch" on World Theater Day, March 27th.

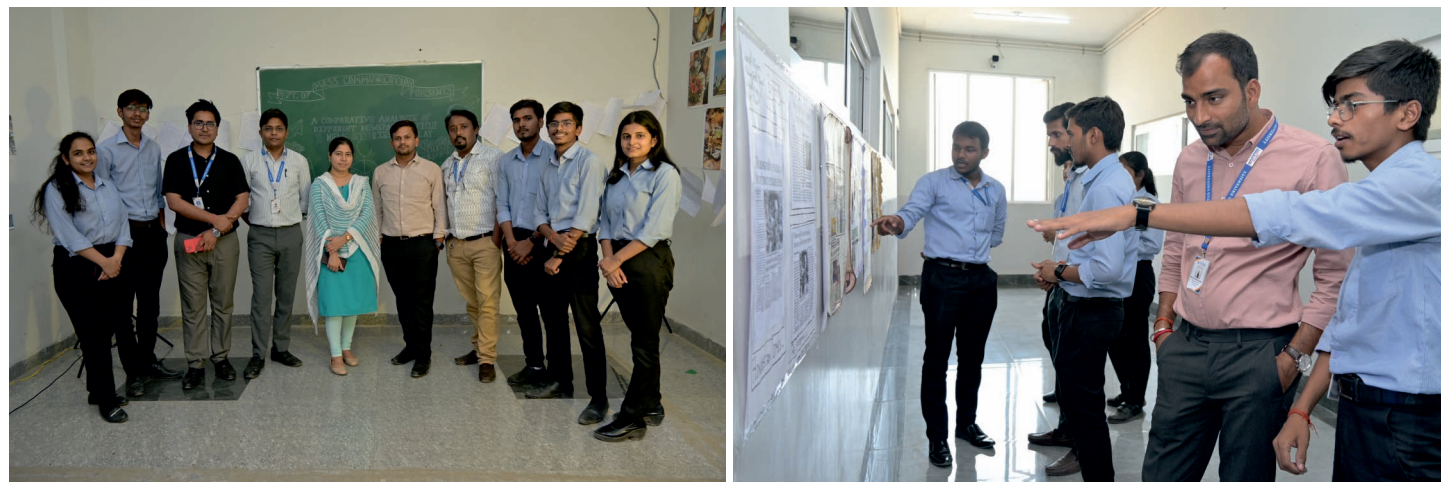
**The Faculty of Journalism & Mass Communication  
organized an event, 'MEET & GREET SESSION WITH AAJ  
TAK ANCHOR & EXECUTIVE EDITOR, SAYEED ANSARI'**


On Saturday, 27th of May 2023, the Faculty of Journalism & Mass Communication organized a 'Meet & Greet' session with Aaj Tak Anchor & Executive Editor, Sayeed Ansari. The program commenced with the blissful words of Dr. Vinay Vikram Singh, Coordinator faculty of Journalism & Mass communication. Sayeed is the host of Aaj Tak's most important prime time shows "10 Tak" and "Vishesh". Anchor Sayeed Ansari is an award-winning journalist, ENBA's Best Anchor Award, BCS Ratna Best Anchor Award, Narada Award. He has created a world record by anchoring live continuously for 18 hours without a break, which has been recorded in the Limca Book of World Records.

In the session, the chief guest, Sayeed Ansari briefed the students about the importance of Journalism which is its inherent nature of propagating the truth to people. He stressed a lot on how we have to analyze our writing ability and improve our command on grammar and the Basic English vocabulary and determine if they're strong enough for a journalism career. He further emphasized on the importance of language (English/Hindi) & literature in all the mediums of Mass Communications, to be a good reporter or good sub-editor what one needs is command over language & punctuality. He cited the example of his colleagues, 'Anjana Om Kashyap and Shweta Singh', how disciplined and punctual they have been in recent years.

Towards the end of the event, Dr. Vinay Vikram Singh, Coordinator faculty of Journalism & Mass communication, UU, presented a vote of thanks. All the faculty members (Mr. Rishabh Pandey & Mr. Chaman Prakash Mishra), technical staff (Mr. Abuzar Waqar) & students of Mass Communication department were present in the programme.

### A comparative analysis of 'DIFFERENT NEWSPAPER ARTICLES & NEWS STORY DISPLAY'



Through the years mass media students & thinkers have struggled to define and operationalize subjectivity in attempts to recognize, analyze, and sometimes even quantify its presence in newspaper content. Thus in an attempt to identify and understand subjectivity in the newspaper, Department of Mass Communication students went on to display, "A comparative analysis of different newspaper articles & News stories display". The analysis sought to identify different newspaper's use of speculative language within headlines in the news sections.



A short film titled "Chocolate" was screened at the University Auditorium on April 15th, 2023. The screening was graced with the presence of Vice Chancellor Prof AM Agrawal and Associate Dean Dr Chetan Vyas. The special guest at the screening was Ms Mona Gulati. The coordinators and faculty members from all the departments were present in the screening along with students in a housefull show.

The event began with Dr Vinay Vikram Singh, Coordinator of The Faculty of Journalism and Mass Communication welcoming all the guests and audiences.

The short film was an interesting social commentary on school-going children falling prey to the mirage of attraction and infatuation. The film is directed by Dr Vinay Vikram Singh and stars the students of BAJMC 1st and 2nd Year.

### Faculty of Journalism & Mass Communication Organized a PHOTO EXHIBITION



### FACULTY OF

### APPLIED SCIENCE AND HUMANITIES



### Folk Dance Competition "RANG-E-BAHAAR"

On 3rd March 2023, Faculty of Applied Sciences, United University, Prayagraj organized an Interdepartmental Folk Dance Competition "Rang-e-Bahaar" to foster participation of the students in cultural activities and take keen interest in carrying it forward. The event started with an enlightening speech by the Vice Chancellor Prof. A.M Agarwal. The judges of the event were Dr. Geeta Jaiswal, Head, Department of Biochemistry, UIMS; Ms. Mona Gulati, esteemed member of the Management and Ms. Sana Khan, Admission Cell. The event witnessed the enthusiastic participation of the students from all streams where each team tried their level best to bag the prizes and among all the contenders the students of the Department of Commerce and Management bagged the first prize. The runners-up were the students of the Faculty Applied Sciences and Humanities. The vote of thanks was formally proposed by Mrs. Rupa Das from the Faculty of Applied Sciences and Humanities.

### Inter-departmental Debate UDBHAV EVOLUTION

The Department of Applied Sciences in collaboration with the Faculty of Law successfully organized an Inter-departmental Debate UDBHAV EVOLUTION on 24th February 2023, on the most acclaimed topic of the modern era "The advancement of artificial intelligence posing a grave threat to employment". The aim of organizing this debate was to hone the public speaking skills of the students and teach them to be articulate while expressing their thoughts and opinions. Yet another event was organized by The Faculty of Applied Sciences on 15th December 2022. The students stage a performance on renowned Shakespearean drama the Merchant of Venice. The objective of the event was to make students understand the importance of getting involved in performing art alongside the mainstream curriculum.



## FACULTY OF LAW



### Faculty of Law, United University organized a Legal Awareness Camp in association of DLSA, Prayagraj on 'MAINTENANCE OF ELDERLY PEOPLE'

Faculty of Law has successfully organized a Legal Awareness camp on Maintenance of Elderly in Collaboration with DLSA at Magh Mela, Sangam. A skit on the issue of 'Rights of the Elderly People' was performed by the students of the Faculty of Law which was appreciated by the People in and around the area and a small survey was also conducted by the students through the mode of 'Questionnaires'.



### "UDBHAV: EVOLUTION": A Debate Competition

On 24 February, 2023, Faculty of Law in association with Faculty of Applied Sciences, United University, Prayagraj organized an Interdepartmental Debate Competition "UDBHAV : EVOLUTION" on the contemporary topic 'The Advancement of Artificial Intelligence (AI) Posing a Grave Threat to Employment'. The event started with an enlightening speech by the Vice Chancellor Prof. A.M. Agarwal. The event was judged by Dr. Chetan Vyas, Dean, Planning and Development and Dr. Shikha Gupta, Assistant Professor, Faculty of Applied Sciences(Department of English)and Dr. B. D. Majumdar (Associate Professor) Faculty of Computer Science. The entire program was organised by Mrs. Rupa Das (Faculty of Applied Sciences), Ms. Pragya Srivastava (Faculty of Law) and Dr. Mariam Tariq (Faculty of Applied Sciences). The first prize was bagged by Utkarsh Narayan Mishra (For the Motion) from Department of Applied Sciences and Shivansh Pandey (Against the Motion) from Department of Law. The runner-ups were Gulfishan Rehman (Against the Motion) and Ahsan Siraj (For the Motion), Faculty of Computer Science. The vote of thanks was formally proposed by Dr. Geetika Pandey, Coordinator of Applied Sciences.

### Nukkad Natak' on the theme of 'CYBER SHIKSHA SE CYBER SURAKSHA'

Legal Aid Cell, Faculty of Law, United University, Prayagraj organized a 'Nukkad Natak' on the contemporary theme of "Cyber Shiksha se Cyber Suraksha". The event was graced by the presence of Hon'ble VC Prof. Dr. A.M Agrawal, Dr Pramod Kumar MD (UIMS) and Dean P&D Dr. Chetan Vyas. The Nukkad Natak gathered the presence of Students and People from in and around the University Campus. The idea of the event was coined by Dr. Roshni Shrivastava, co-ordinator, Faculty of Law, United University and the event was co-ordinated by Shravan Dubey, Asst. Professor, United University.



### Participation in ASIAN LAW COLLEGE 4TH NATIONAL MOOT COURT

Students of Faculty of Law Participated in the Asian Law College, 4th National Moot Court Competition in Noida from 25th of February, 2023 to 27th of February, 2023. Anshit Srivastava student of LL.B., Aadarsh Pandey student of LL.B., and Swastik Srivastava student of BBA LLB performed very well in the Moot Court Competition and backed the 4th position. In total 24 teams from different Universities across the countries participated in the competition.



### United University, Faculty of Law organized a Legal Awareness Camp on the occasion of birth anniversary of DR. B.R AMBEDKAR ON 14TH APRIL, 2023



On the occasion of birth anniversary of Father of Indian Constitution, Dr. B.R Ambedkar, Legal Aid Committee, Faculty of Law, United University under the mentorship of Mr. Shravan Dubey and Mr. Jiwesh Dubey organized a Legal awareness Camp in the village Devghat, IIIT Road, Prayagraj. The event was attended by Mr. Subhash Chandra Maurya, Secretary, DLSA, Prayagraj and Dr. Lucky, Special CJM, Prayagraj. The respected Guests addressed the students and community people on the need and provisions of Legal Services offered by DLSA. The Students of Faculty of Law performed a Skit on the theme of 'Rights of Arrested People' and highlighted the various rights of arrested persons with special emphasis on Women's Right in case of Arrest. The students also interacted with community members and also provided necessary awareness on various Government Schemes like MUDRA Scheme, ODOP etc

### United University along with United Medicity organized BLOOD DONATION CAMP ON APRIL 25, 2023



United University along with United Medicity organized the Blood Donation Camp in which there was an active participation of students of Faculty of Law in this noble cause.

## FACULTY OF

## AGRICULTURE AND ALLIED SCIENCES

## NATIONAL MILK DAY "White Revolution"

**M**ilk Day is celebrated in India and around the world to highlight the importance of milk and dairy products in our daily lives. In India it is celebrated every year on November 26th. Operation Flood was launched on 13th January, 1970. It was the world's largest dairy development program. Within 30 years, the operation helped double milk available per person in India, making dairy farming India's largest self-sustainable rural employment generator. The operation gave farmers direct control over the resources they create, helping them direct their own development. This was achieved not only by mass production, but by production by the masses. It is also now known as the "White Revolution". Currently, India is the world's largest milk producer, with 22% of global production. The purpose of Milk Day is to promote the consumption of milk and dairy products for their nutritional value. It also aims to create awareness about the importance of the dairy industry and its contribution to the economy. With the same objective the Department of Agriculture and Allied Sciences celebrated National Milk Day on the 101th Anniversary of the Milkman of India and Father of the White Revolution – Padma Vibhushan Dr. Verghese Kurien in the University auditorium on 28th November 2022 from 2:00 PM to 4:00 PM.

The main event began with the lighting of the lamps by the chief guests Prof. A.M. Agrawal (Vice- Chancellor) and Dr. Chetan Vyas (Dean Planning and Development). Prof. A.M. Agrawal also highlighted the contribution of Dr. Verghese Kurien in the dairy sector of India and how it impacted our country. The main events of the day were quiz competition conducted under the guidance of Mr. Tarun and Mr. Bhashkar, Assistant Professor of Department of Agriculture and Allied Sciences and poster presentation displayed the hard work of the students whereas rangoli made by the 1st and 2nd year students on the theme got much appreciation by the judges and all faculty visitors. Success of the event was possible because of the hard work of the faculty of the Agriculture Department- Dr. Ankita Sagar (co-ordinator), Mr. Abhishek Pal, Mr. Lalit Sanodiya and Dr. Nivedita Prasad. At the end, the winners were felicitated by certificates by the chief guests. Among the winners were Sachin, Prashant, Satyam, Avi, Bhavya and Adarsh who were the winners of the poster competition while second and third position was secured by Vedika and group & Asmit and group respectively. The winners of quiz competition were Sachin, Aman and Vedika. By celebrating the Milk Day, message of healthy lifestyle and the growth of the dairy industry were indorsed among students which could prove beneficial in building their career in near future.

### National Farmer's Day "IGNITING YOUNG MINDS BY INNOVATIVE FARMERS"

**N**ational Farmer's Day, also known as Kisan Diwas, is celebrated on December 23 to commemorate and recognize farmers as the country's backbone. This day was chosen to commemorate the birth anniversary of Choudhary Charan Singh, India's fifth Prime Minister. He was the fifth Prime Minister of India and is remembered for the contributions made by him towards the upliftment of farmers across the country. He was a farm leader and introduced various policies to ensure improvement in the lives of farmers in India. Every year, National Farmer's Day is observed in states like Uttar Pradesh, Punjab, Haryana, and Madhya Pradesh, where farmers are actively involved in agriculture. Besides paying rich tributes to former Prime Minister Shri Chaudhary Charan Singh, the Department of Agriculture and Allied Sciences, United University, celebrated this day on 24th December, 2022 from 2:00-4:00 PM at the University auditorium with the theme "IGNITING YOUNG MINDS BY INNOVATIVE FARMERS". The celebrations aimed to create awareness among students on the importance of farmers and farming for a healthy and prosperous nation.

The day was celebrated by inviting innovative farmer entrepreneur – Mr. Abhinav Dixit, territory manager, Cristal Crop Protection Ltd. to motivate and inspire the students of B.Sc. and M.Sc. (Agri.) on the prospects of 'new-generation farming'. Prof. A.M. Agrawal (Vice- Chancellor) and Dr. Chetan Vyas (Dean Planning and Development) felicitated the farmers on this occasion. In his presidential address, Prof. A.M. Agrawal complemented the farmers for their immense contributions. He persuaded the students about several ways of being connected to farmers and farming through career options like Scientist, Teacher, Entrepreneur and Civil Servant. Overall, Kisan Diwas is an important day to recognize the invaluable contribution of farmers to the Indian economy and to promote awareness about the challenges they face.

## WORLD FORESTRY DAY/WORLD WATER DAY

**T**he United Nations General Assembly proclaimed 21st March the International Day of Forests in 2012 to celebrate and raise awareness of the importance of all types of forests. Countries are encouraged to undertake local, national and international efforts to organize activities involving forests and trees, such as tree planting campaigns, whereas, World Water Day is observed every year on 22nd March all over the world. It focuses attention on the importance of water and how to preserve it. As we know that water is essential for life, without water we can't survive.

"World Forestry Day" or "International Day of Forest" and World Water Day was celebrated on 23rd of March, 2023 by the Department of Agriculture and Allied Sciences, United University,



from 2:00-3:00 PM at the Agricultural Research Farm in order to ring a bell among all about the importance of forests and water and the scores of benefits which are gained from them. A tree plantation program was conducted at the agricultural research farm. The program was graced by the presence of Hon'ble Vice- Chancellor Prof. A.M. Agrawal and Dr. Chetan Vyas (Dean Planning and Development), Mrs. Radhika Gulati, Ms. Mona Gulati. The program was attended by all co-ordinators Dr. Ankita Sagar (Agriculture), Dr. Geetika Pandey (Applied), Dr. Roshni Shrivastava (Law), Dr. Jesudian (Nursing), Dr. Rajlaxmi (Management), other faculty members and students of B.Sc. and M.Sc. (Agri.).

Since forests play a crucial role in maintaining the health of our planet and its inhabitants and without water life cannot sustain on earth by celebrating World Forest Day and World Water Day the department helped raise awareness about the importance of forests & water and inspire others to take actions to protect and conserve them.



### One-day Seminar "EMPOWERING THE NEXT GENERATION OF AGRICULTURAL ENTREPRENEURS"

**U**nited University hosted a one-day seminar on "Empowering the next generation of Agricultural entrepreneurs" jointly organized by the Faculty of Commerce and Management and the Faculty of Agriculture and Allied Sciences on 12th April, under the guidance of Prof. A.M. Agrawal, Vice-Chancellor United University and Dr. Chetan Vyas, Associate Dean Planning and development. The seminar focused on various topics related to entrepreneurship in the agriculture sector, such as agribusiness management, financing opportunities, and the role of technology in agriculture & was attended by students of M.Sc. and MBA.

The event commenced with lighting of the lamp, and was followed by an opening speech by Dr. Raj Laxmi Srivastava (coordinator, Faculty of Commerce and Management). The seminar featured eminent speakers Prof. A.R. Siddhique, University of Allahabad, Dr. Ramchandra from SHUATS and Mr. Azad Parihar who shared their knowledge and experiences with the students. Felicitation of the speakers was done by Dr. Ankita Sagar, Coordinator, Faculty of agriculture and allied sciences.

The event was organized by Mr. Abhishek Pal & Dr. Smita Dikshit. The vote of thanks was given by Dr. Rajlaxmi Srivastava Coordinator, Faculty of Commerce and Management.

## GUEST LECTURE

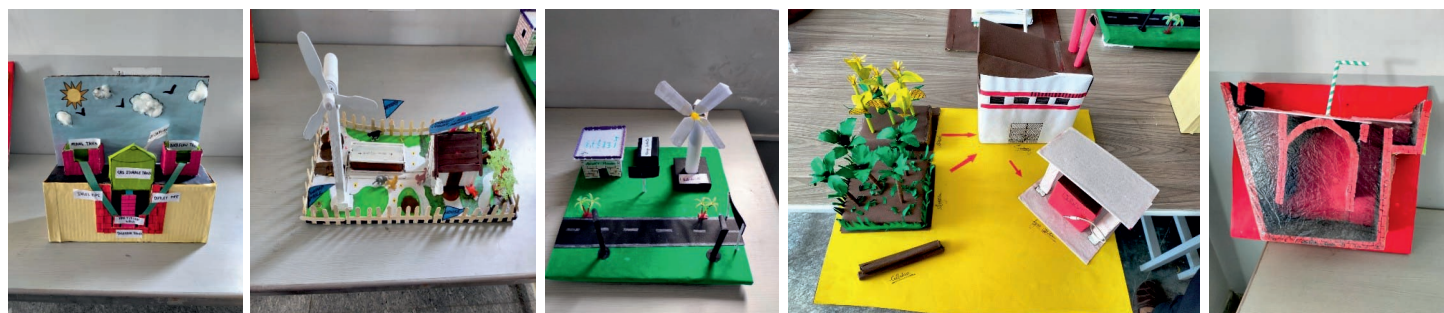


The United University with The Department of Agriculture and Allied Science, has invited Dr. Nathaniel R. Alibyoug and Prof Arlene L. Gonzales from Mariana Macros University Philippines. Dr. Nathaniel has delivered a lecture 'On the topic "Crucial Role of Digital Agriculture"'. The event began at 12:30 PM in the University auditorium in the presence of honorable vice chancellor Prof A.M. Agrawal, Dr. Chetan Vyas dean planning and development faculty and students. A brief introduction of the guest speakers by Dr. Nishant Dabhade and they were heartily welcomed by all the faculty members and students. Dr. Nathaniel discussed at length about the concept and role of technology in agriculture. He conversed about new strategies of digital technologies, emerging tools, Information Communication Technology (ICT) for crop production. He mentioned the benefits of AI, robotics, GIS in predicting weather forecasting that can prove beneficial for farmers from crop damage. He emphasized the role of crop modeling that helps as a tool for small scale experiments and based on that implementation can be done on large scale with the help of biotechnology. He concluded his lecture by mentioning the benefits and challenges that could be faced by using technology in agriculture.

Around 120 students of B.Sc. and M.Sc. (Ag) as well as the faculty members actively participated in the program. This session was very informative and interactive where students were enlightened about the Digital Agriculture System and learned about all the significant aspects of its implementation in recent scenarios. The students got insights about adopting Digital Agricultural tools that ensured a stable and long-term source of farm income by integrating a number of businesses to make the most of the land's natural resources. The guest lecture aims to pool the ideas of academicians for enriching the students' community. The lecture concluded with a short Question and Answer session followed by Vote of Thanks proposed by Dr. Ankita Sagar, Co-ordinator, Department of Agriculture and Allied Sciences.

## Sustainable Education through RENEWABLE ENERGY

An activity was conducted on 29th April on the topic "Sustainable Education through Renewable Energy" which promotes and deploys renewable energy and energy efficiency measures by installing renewable energy systems in low-income areas. Students of B.Sc. 1st year and 2nd year participated in it. Working model presentations were demonstrated by the students explaining the benefits of using renewable sources of energy. This activity was conducted under the guidance of Dr. Ankita Sagar (coordinator).



## FACULTY OF NURSING

## A.I.D.S Day

United Institute of Nursing & Faculty of Journalism & Mass communication (United University) in collaboration with District AIDS prevention & Control Unit (DAPCU) organized a Sensitization Program on the occasion of World AIDS day on 1st Dec, 2022. The Students were flagged off from the university for Rally by Pro Vice Chancellor Prof. A.M. Agrawal, Dean Dr Chetan Vyas & Registrar Mr Rajesh Pathak Sir. Students from both the Department participated in Rally from Subhash Chauraha to Hanuman Mandir, Civil Lines and Back, with Banner & placards in their hands, raising Slogan to create awareness. Students also performed Nukad Natak, Skit and gave Health Education, and through various act tried to remove Social stigma prevalent in society about the disease to the crowd in Civil Lines to the vast crowd. The teaching Faculty were also involved with the students in organizing & preparing the students for the event. The event coordinator was Mrs Jyoti Srivastava (Asst Professor), Mr Prasann Roy (Asst Professor) and Mr. Rishabh Pandey Asst Professor. The Coordinator of both the Department Mr Jesudian K Nath, And Dr Vinay Vikram Singh were also Present.



## Anurag Represented U.P. STATE IN KABADDI

In the month of March 2023 one student Mr. Anurag Singh student of B.Sc. Nursing II Semester got an opportunity to participate in kabbadi competition at National Level representing Uttar Pradesh State in which U.P. team grabbed 3rd position at 10th National kabbadi championship which is a great level of pride and joy for the university as one of the student of United University had achieved a great deal of success in Co-curricular activities.



## BLOOD DONATION Camp

United University along with United Medicity organised Blood Donation Camp in Blood Bank Department on April 25, 2023. The Students from Applied Science Dept. Department of Law, Management & Commerce Department, Computer Science departments, Mass Communication Dept., Department of Agriculture, and Nursing Department participated in huge number, and donated blood. The camp was visited by Dean Sir and Hon'ble Vice Chancellor Sir of the University. They wished and encourage students them for The Noble Cause. The donors were provided Refreshment and Certificate. We congratulate all the students, and are Grateful to all the Departments and their Coordinators The Camp was coordinated by United Institute of Nursing (United University).



## COMMUNITY Visit

### THE LEPROSY MISSION HOSPITAL

The students of B.Sc (Nursing) 2nd Year and GNM 1st year of United Institute of Nursing and Paramedical Sciences went for an Educational Visit on 29 May 2023 to THE LEPROSY MISSION HOSPITAL, NAINI under the Guidance of Mr. Akash Bansirar, Mrs. Jyoti Srivastav and Mr. Prasann Roy. Students underwent lecture modules in TLM Training Unit by Dr. Archana, (Deputy Medical Superintendent) and Dr. Babu, Physiotherapist TLM Hospital Naini, where they gave a descriptive education to students about Leprosy, its transmission, Epidemiology causes, Sign and Symptoms, Treatment, Nursing Management, Prevention and its Rehabilitation. After that students visited the TLM Hospital where they interacted with Leprosy patients (All its subtype) and visited to Surgical Ward, Dressing Unit, MCR Unit (Shoe Dept.) smear test Lab, Charting Room, Physiotherapy Dept. and many other dept where they tried to understand the Process of Line of treatment etc. Visit ends with refreshment and high tea arranged by TLM Hospital.



## INTERNATIONAL NURSES Visit

On the occasion of International Nurses Day, United Institute of Nursing (United University) celebrated Nurses day in University Auditorium on 12 May. The day is celebrated on the occasion of Birth Anniversary of Ms. Florence Nightingale (Founder of Modern Nursing). The program commenced with Lamp Lighting by Our Dean Dr Chetan Vyas. In his inaugural speech, he wished and congratulated all the students and staff and reminded, not to forget our aims and objective of being in the profession of Nursing. The Coordinator of Nursing Department Mr. Jesudian K Nath Unveiled the Theme for 2023, given by International Council of Nursing. Further Sparkles were added with the fun activity Programs where the students and staff enjoyed a lot. Prizes were distributed by Dr Chetan Vyas (Dean) to all the winner of the events that took place during the week. These Programs were organized and supervised by the Nursing Teachers of Faculty of Nursing.



## DAIRY Visit

The students of B.Sc (N) 2nd Year and GNM 1st year of United Institute of Nursing and paramedical sciences went for an educational Industrial Visit on 23 and 24th of May under the Guidance of Mr. Akash Bansirar, Mr. Prasann Roy and Mrs. Asmita Pandey, to the Dairy Plant to understand the method of Pasteurization & Various technique used in preparing Various Milk Product, why milk is considered as the source of having a balanced diet and why milk and milk product should be included in diet. They were also made to understand about sterilization and Disinfection of the whole process. The Technical Staff of the dairy plant talked about the history of Dairy plant & explained about Dairy through Presentation containing many functional Block diagram & existing Computerized Controlled Machinery, like Milk processing unit, cold chain, Yogurt & Ice cream Unit & Butter unit etc. At the end of the visit student were provided with flavored milk, ice cream and yogurt in the dairy plant.



## LAMP LIGHTING & OATH CEREMONY 2022-23



United institute of Nursing & Paramedical sciences conducted "Lamp Lighting & Oath Taking Ceremony" on 18th March 2023 at 2 Pm in Auditorium of United University, under the leadership of Hon'b Prof (Dr) A .M Agrawal Vice Chancellor and Dean Dr Chetan Vyas. The program began with motivated & inspiration filled welcome song followed by Lamp Lighting . Chief Guest for the day Lt Col Salina M Dutt was welcomed by sapling By Hon'b Vice Chancellor. Principal UIMS Prof (Dr) Mangal Singh wished the new budding Nurses. Vice President of The United Group of Institution Mr Gaurav Gulati emphasised on the relevance & Importance of Oath Taking. The core of the function that is passing of Light to the new budding Nurses i.e B.Sc (N) 1st Yr and G.N.M 1st Yr was passed by Asst Prof. Mr Prasann Roy & Asst Prof. Mrs Khushbu Thakur. The Florence Nightingale Oath was given by the Principal College of Nursing Mr Jesudian K Nath and the new nurses recited the Oath, to practice their profession faithfully and confidently. Year report was presented by Mr Jesudian K Nath about the Nursing Institute and the special thanks were rendered to parents for keeping faith in the organization. The Vote of thanks was given by Asst Prof Mrs Nitisha Julious and Programme was anchored by Asst Prof Mrs Jyoti Srivastava. All the Nursing Faculty and students worked hard by coordinating each other in the success of the program. The Program concluded with the Cultural Performance from the students.



### MENTAL HEALTH AWARENESS Workshop

On 25th of March 2023, A Mental Health Awareness Workshop was conducted at United Institute of Nursing and Paramedical Sciences, United University in collaboration with "ARZ Hai Group" for better understanding regarding importance of mental health and illness. Program started with the welcoming of 'Arz Hai' group. Program included both scientific and fun activities session which started by speech from Nursing



Coordinator Mr. Jesudian K. Nath (Associate Professor) pointing out the magnitude of Mental Disorder in India followed by a session taken by Mr. Akash Bansirar (Asst. Professor) stressing out characteristics of Mental Health and effect of stress on Mental Health, in continuation with this frustration and Conflict and its coping was dealt by Ms. Alisha member of 'Arz Hai'. Program ended with games and fun activities with Nursing Students and detailed framework was given to Nursing Students about different coping mechanism that has to be implanted in their academic and professional life.

### MISSION NIRMAYA

Terming Nursing as a backbone of health & Medical system, U.P. Chief Minister said that there is a need for drastic changes in nursing training keeping in view of tentative requirement in view of this instruction have been given to start "Mission Nirmaya" for comprehensive involvement in training of Nurses in reference to this "Mission Nirmaya" started by U.P. State Medical Faculty of Lucknow, and Directorate General in Medical Education Lucknow under guidance of Chief Minister an orientation session was conducted in "United Institute of Nursing & Paramedical Sciences (United University)" on 20th May 2023 regarding the mission to Prepare upcoming Nurses for their future endeavors. The orientation session was conducted by Mr. Jesudian K. Nath (Nursing Coordinator) and key points were discussed by the use of Video and PPT in the presence of Nursing Faculty in United University Auditorium. After the completion of the Session students raised their queries regarding the session which were answered by Nursing Faculty Members.

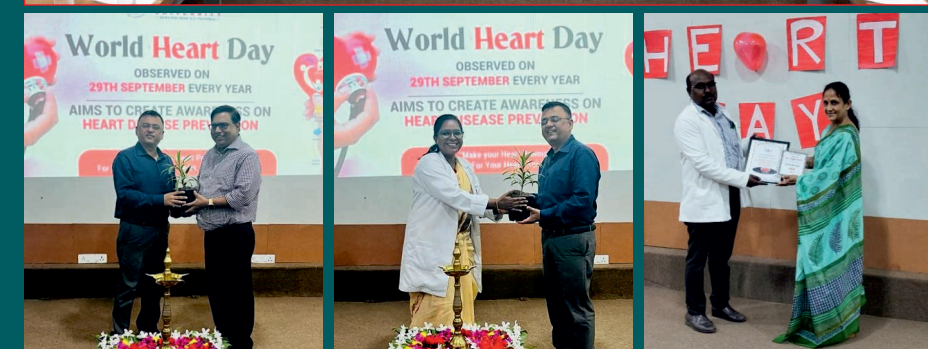


### NATIONAL CONFERENCE

United Institute of Nursing & Paramedical Sciences, Allahabad participated with 56 students in 8th National Conference on 24th of February 2023, organized by Tamanna Institute Allahabad. Mr Prasann Roy (Asst Professor) was felicitated for being Co - Chairperson for Scientific Session. Ms Sushmita Kri Singh if B.Sc (N) 1st Sem won the 1st prize on Poster Making Competition among 14 Nursing College. Our college had maximum number of participants in conference with 3 Teachers. We thank Hon'b Vice Chancellor Sir, and Dean Sir for all their support, encouragement and Guidance.

### WORLD HEART DAY

United Institute of Nursing along with Faculty of Agricultural Sciences & Technology (United University), in collaboration organized an awareness Program on World Heart Day on 28/09/22 in University Auditorium. The theme given by UN for 2022 is "Cardiovascular Health for everyone". The chief guest for the day was Dr. Sushma Tiwari (Registered Dietician). Prof (Dr) A.M Agrawal graced the occasion with his enlightening words. Dr. Pramod Kumar (Medical Director) blessed the gathering with the occasion with the importance of cardiac health and its prevention. Dr. Chetan Vyas (Dean) shared the real life experiences about cardiac disorder. The scientific session was taken by Mr. Akash Bansirar, Mr. Prasann Roy, Mrs. Jyoti Srivastava, Mr. Abhishek Pal, and Dr. Nivedita. Students exhibited their talent through Role play, Demonstration and Skit about Heart disease prevention. Dr. Sushma Tiwari the chief guest shared her view on Heart friendly diet. Master of Ceremony was Mrs. Nitisha and the felicitation and Vote of thanks was given by Coordinator of Nursing Mr. Jesudian K. Nath.





## WORLD NUTRITION WEEK

United Institute of Nursing & Paramedical Sciences (United University) organized a Nutritional Fest on Therapeutic Diet of various disease condition In Nutrition Lab on 10 and 11 of February 2023. The Nutrition demo was inaugurated By Hon's Vice Chancellor Prof (Dr) A M Agrawal Sir, and all the coordinator from various Department of University. Here the students were divided in many group and they presented the importance of Therapeutic diet on various condition, explained the micro and macro nutrients of the food also explained how the food impacts on various disease and enhance healing of the condition. At the last the healthy diet was served to all the dignitaries.

## WORLD TUBERCULOSIS DAY



United institute of Nursing in collaboration with Department of Community Medicine (U I M S) jointly organized an Awareness Program on World Tuberculosis Day in Triple Height United Medicity. The Program was witnessed by Medical Director United Medicity, Principal (UIMS), various HOD of UIMS, Vice-President Mr Vansh Gulati & Mrs Radhika Gulati, Principal of Nursing Institute Mr Jesudian K Nath, Asst Professor from Medical & Nursing College and students of MBBS & B.Sc Nursing, along with Patients and their relative. In the opening remark Disease condition was explained to the audience and various scheme launched by the Government in the elimination of Tuberculosis was briefed out. The students performed Skit and Nukad natak in front of Patient and their Relative and sensitize them about the disease condition and various scheme launched by Government. 47 Poster presentation was done by the students of MBBS & B.Sc Nursing.

## FACULTY OF

## COMMERCE AND MANAGEMENT

### EXPERT TALK ORGANISED for the MBA Students

The Faculty of Commerce and Management at United University hosted a highly informative and engaging talk by Prof. Anoop Krishna Saxena Dean, Faculty of Commerce and Management, Integral University, for the MBA first year students of the University on 27 Feb. 2023. The event was facilitated by Dr. Chetan Vyas, dean United University who expressed his gratitude to Professor Saxena for sharing his knowledge and experience with the students. Speaking at the event, Prof. A.M. Agrawal, Vice-chancellor praised the efforts of the faculty in organizing such talks, which provide a platform for students to interact with industry experts and gain practical insights into the field. He also emphasized the importance of such initiatives in enhancing the quality of education and preparing the students for the challenges of the real world. The lecture was focused on highlighting the importance of values and ethics in the field of management and how they can act as a driving force for businesses to succeed in the long run. Prof. Saxena, a renowned expert in the field of management, shared his extensive knowledge and experience with the students, emphasizing the need for effective management skills in today's competitive business landscape. The lecture covered a wide range of topics, including principles of management, strategic management, marketing management, financial management, human resource management, and operations management with the focus being on ethical business practices in today's dynamic and ever-changing business world.

Prof. Saxena also discussed the impact of unethical business practices, such as corruption and exploitation, on the overall performance and reputation of businesses. He urged the students to prioritize ethical behaviour in their future careers and to be mindful of the impact their actions could have on society. The event was coordinated and organised by Dr. Anand Gupta and Dr. Smita Dikshit, Assistant Professors, Faculty of Commerce and Management, United University, who ensured that the lecture was a success. The lecture was well received by the students, who gained valuable insights into the importance of values and ethics in the field of management. The vote of thanks was given by Dr. Rajlaxmi Srivastava, the faculty coordinator of the Faculty of Commerce and Management. She expressed her gratitude to Prof. Saxena for sharing his valuable insights and knowledge with the students and the Management at United University looks forward to organizing more such informative sessions for their students in the future, aimed at developing responsible and ethical business leaders of tomorrow.

### AN INDUSTRIAL VISIT for the students of MBA

Faculty of Commerce and Management, United University Rawatpur Jhalwa organised an industrial visit for the students of MBA on Saturday, 18th March, 2023 in Pepsico Company franchisee factory (Varun Beverages Pvt.Ltd) located at Satharia, Jaunpur. More than 75 students under the guidance of Programme Co-ordinator Dr. Anand Kumar Gupta & Class Co-ordinator Dr. Supriya Goutam went for the visit. Overall it was an excellent opportunity and amazing learning experience and an enjoyable visit to the plant for the students. Sincere thanks to Mr R.P Singh General Manager Plant Pepsi Co. and Shiv Kumar Singh HR Head Pepsi Co. for providing the opportunity to visit the plant. We are highly grateful to our Honourable Vice Chancellor Prof. A.M. Agrawal Dean Planning Dr. Chetan Vyas sir and Faculty Coordinator Dr Rajlaxmi Srivastava, Program Coordinator for allowing students with such great learning opportunity and experience. It was an immense pleasure for the students to visit the place and gain hands on practical.

## ONE DAY SEMINAR

United University hosted a one-day seminar on Empowering the next generation of Agricultural entrepreneurs jointly organized by the Faculty of Commerce and Management and the Faculty of Agriculture and Allied Sciences on 12th April, under the guidance of Prof. A.M. Agrawal, Vice-Chancellor United University and Dr. Chetan Vyas, Associate Dean Planning and development. The seminar focused on various topics related to entrepreneurship in the agriculture sector, such as agribusiness management, financing opportunities, and the role of technology in agriculture & was attended by students of M.Sc. and MBA. The event commenced with lighting of the lamp, and was followed by an opening speech by Dr. Raj Laxmi Srivastava coordinator, Faculty of Commerce and Management. The seminar featured eminent speakers Prof. A.R. Siddhique, University of Allahabad, Dr. Ramchanda from SHUATS and Mr. Azad Parihar who shared their knowledge and experiences with the students. Felicitation of the speakers was done by Dr. Ankita Sagar, Coordinator, Faculty of agriculture and allied sciences. The event was organised by Mr. Abhishek Pal & Dr. Smita Dikshit. The vote of thanks was given by Dr. Rajlaxmi Srivastava (Coordinator, Faculty of Commerce and Management).



The Business Quiz 2023 was conducted by the Faculty of Commerce and Management under the guidance of the HOD Dr. Rajlakshmi Srivastava. The participants of the Quiz were students of B.Com and BBA. A total no of six teams participated in the competition which was very exciting and kept the audiences at their feets. The Business Quiz featured an esteemed panel of judges comprising of Dr. Sandeep Kesarwani and Mr. Mirza Haider Raza. Their presence added credibility to the event and ensured fair evaluation of the participants' performances. The purpose of the Business Quiz aimed to test the knowledge and understanding of the business world. A wide range of topics were covered including Finance, Marketing, Management, Entrepreneurship, Economics etc. The Quiz was divided into 3 rounds. The rules and regulations of the quiz stated that 1 team will be eliminated after the 1st round and 2 teams will be eliminated after the 2nd round leaving 3 teams at the end to compete for the finale. Between each round there was an audience round where questions were asked and they had to answer to win a prize.

The quiz began with the Rapid Fire round in which 5 questions were asked from each team and 10 seconds were allotted to answer each question. 1 team was eliminated in this round.

The 2nd round was related to the topic of entrepreneurship and innovation which had no set limit for time. 3 teams reached the finale and competed for the trophy. The final round was named 'Manthan' which was a Group Discussion round in which each team was allotted a topic in which they had to speak for 4 minutes.

The Business Quiz concluded with a thrilling finale, where BBA (Section C) became the winner by showcasing their knowledge, composure, and strategic thinking. The winning team was awarded a Trophy and Certificates, recognizing their outstanding achievements and dedication.

The Business Quiz organized by Faculty of Commerce and Management proved to be an engaging and intellectually stimulating event. It successfully tested the participants' knowledge and skills in various areas of business, promoting healthy competition and teamwork. The presence of esteemed judges, HOD Dr. Rajlakshmi Srivastava and other faculty member's added value to the Quiz and the students found the event to be informative and engaging. The event showcased the dedication of the organizers, the support of the faculty, and the enthusiasm of the participants, making it a memorable experience for everyone involved.

## UNITED UNIVERSITY PENS MoU WITH UNESCO's MGIEP FOR VALUE ADDED COURSES



On 20th March 2023, UNESCO MGIEP organized an online orientation for a value-added course that focuses on Social Emotional Learning and the prevention of extremism and violence. The course was attended by over 500 students from BBA, B.com, and MBA programs of United University, along with the Vice-Chancellor of the university, Faculty Coordinator Raj Laxmi Srivastava, and Course Coordinator Dr. Smita Dikshit. The program was conducted by Richa Bansal and Mr. Dani of the UNESCO Mahatma Gandhi Institute of Education for Peace and Sustainable Development (MGIEP) who provided an overview of the course curriculum and expectations. The orientation program began with a welcome address by the Vice-Chancellor of the university Prof. A.M. Agrawal, who emphasized on the importance of emotional intelligence and empathy in

today's world. This was followed by an introduction to the course by Dr. Richa Bansal and Mr. Dani, who provided an overview of the course curriculum and expectations.

The online orientation aimed to introduce students to the key concepts and objectives of the course and also introduced students to the Framers space platform where the students will be able to access the 5 modules consisting of sixteen chapters. It highlighted the importance of social-emotional learning and its potential to enhance personal development, promote academic achievement, and prevent extremism and violence. The orientation also emphasized the need to understand and address the root causes of extremism and violence, including social and economic inequalities, political instability, and cultural and religious differences. The course will provide students with a comprehensive understanding of the role of social-emotional learning in promoting peaceful and inclusive societies. It will cover a range of topics, including emotional regulation, empathy, communication, conflict resolution, and critical thinking. The course will also explore the various forms of extremism and violence, such as terrorism, hate speech, and discrimination, and their impact on individuals, communities, and societies through a story telling format with different characters.

Throughout the course, students will have access to a range of learning resources, including online modules, videos, articles, and podcasts. The course is designed to be highly relevant and practical for students from BBA, B.Com, and MBA programs. It will equip them with the skills and knowledge they need to succeed in their future careers, whether in the private sector, government, or civil society. It will also enable them to become active and responsible citizens, capable of contributing to the promotion of peace, justice, and equality in their communities and beyond. Overall, the online orientation was a great success, with students expressing their enthusiasm for the course and its potential to enhance their personal and professional development. The Vice-Chancellor and faculty members also expressed their appreciation for the course and its relevance to the current global challenges of extremism and violence. The online orientation session held on 20th March 2023 marked the official beginning of the value-added course.



## FACULTY OF COMPUTER APPLICATION FACULTY OF ENGINEERING AND TECHNOLOGY

### Engineering & Technology CELEBRATED NATIONAL YOUTH DAY

National Youth day is observed every year by schools and higher education institutions on the birth anniversary of Swami Vivekananda to inculcate the values and morals of Swami Vivekananda among the youth of the country. This year's theme is "Viksit Yuva Viksit Bharat". To commemorate the National Youth Day celebration, Faculty of Engineering & Technology organized Engineering Model Project Competition TECHNOVA. The winners are as follows:

1. First Prize-	Jatin Dubey & Team	-	B.Tech. (Core)
2. Second Prize-	Md. Sami & Team	-	B.Tech. (IBM)
3. Third Prize-	Md. Adnan Shakil Khan & Team	-	B.Tech. (Core)

The event was coordinated by Md. Abu Swaleh, Assistant Professor, Faculty of Engineering & Technology, United University Prayagraj.



### NATIONAL YOUTH DAY

The Faculty of Computer Application, United University, Prayagraj celebrated the National Youth Day on 12th January, 2023, on the birth anniversary of Swami Vivekananda to inculcate the values and morals of Swami Vivekananda among the youth of the country. This year's theme is "Viksit Yuva Viksit Bharat". Prof. Swapnil Srivastava, Dean UCER graced the occasion as the Chief Guest and Prof. Vijay Kumar Dwivedi, HoD CSE, UCER graced the occasion as Guest of Honor, Vice Chancellor Prof. A.M. Agrawal and Dean Dr. Chetan Vyas also expressed their views on the teachings of Swami Vivekananda. Coordinator Faculty of Engineering & Technology and Faculty of Computer Application Dr. Prashant Shukla presided over the function. The event was initiated with various technical competitions, participated by the students of the university. The celebration was attended by a large number of students, faculty and staff members. To commemorate the National Youth Day celebration, Faculty of Computer Application organized Startup Ideas & Technical Poster Competition TECHMANIA. The winners are as follows: 1. First Prize-Priyanka Kumari & Team BCA 2. Second Prize-Kapil Mishra & Team B.Tech. (CSE) 3. Third Prize-Shreya Chaurasia & Team BCA 4. Third Prize-Parwati & Team MCA TECHMANIA event was coordinated by Dr. Shadab Irfan, Assistant Professor, Faculty of Engineering & Technology; United University Prayagraj. Winners of Model Presentation and Coding Competitions conducted on Technova and Codefiasta event were also felicitating by the university. The organizers of the event expressed thanks to Chief Guest, Guest of Honor, all the participants and attendees for their wonderful cooperation. The program was coordinated by Ms. Vibha Tripathi.



## Engineering & Technology ORGANIZED A TECHNICAL WORKSHOP

The Faculty of Computer Application & Faculty of Engineering and technology organized a Technical workshop on access of journal and research created by IEEE CSDL by Mr. Ritesh Kumar (Senior Training Manager, North India EBSCO information) on 12th June 2023, 2:00 pm in United University auditorium. The workshop was attended by research scholars and faculty members. Faculty of Engineering & Technology / Faculty of Computer Application Organized a Two Days Workshop on Android Application Development using Kotlin has been organized on 10th and 11th February, 2023 at United University, Prayagraj which was organized by ConVMLer Club, Faculty of Engineering and Technology & Faculty of Computer Application United University. The workshop was organized under the mentorship of Dr. Bireshwar Dass Mazumdar, Associate Professor Department of Computer Science & Engineering. Mr. Abhishek Pandey, Senior Software Engineer, Now enlightened everyone with his knowledge in the workshop for effective development of modern interactive Android Application. Total sixty students of B.Tech, BCA and MCA attended the workshop and they learnt about Basics of Kotlin. The workshop has given the hands on experience of using Kotlin programming language in the Android Application development with students. The trainers presented the live demonstration of developing Android App using Kotlin. At last Students were introduced with a project and its features. Resource person explained the code of functionalities of the project. Students were given necessary course material and a participation certificate.



### TWO DAYS WORKSHOP

on  
Android Application Development  
using Kotlin

**Organized By:**  
Faculty of Engineering &  
Technology  
Faculty of Computer Application

**Mr. Abhishek Pandey**  
Senior Software Engineer  
eNowNow

**Event Coordinator**  
**Dr. BD Mazumdar**  
(Coordinator - ConVMLer Club)

**Contact**  
9307977683

**Date:** 10-Feb-2023 & 11-Feb-2023  
**Time:** 9 am onwards

workshop was organized under the mentorship of Dr. Bireshwar Dass Mazumdar, Associate Professor, (Department of Computer Science & Engineering). Mr. Ayush Shukla, Assistant Professor, Department of Computer Science & Engineering enlightened the knowledge in the workshop for effective development of modern interactive websites. Total sixty students of B.Tech, BCA and MCA attended the workshop and they learnt about Basic PHP Programming, My SQL Database, PHP, HTML and My SQL Connectivity. The workshop has given the hands on experience of using PHP programming language in the web development to the students. This programming language is the first server side programming language by which dynamic web pages are created easily. The trainers presented the live demonstration of developing dynamic website using PHP. At last Students were introduced with a project and its features. Resource person explained the code of functionalities of the project; Students also do hands on practice of some web development framework. Students were given necessary course material and a participation certificate.

## Two days' Workshop on WEB DEVELOPMENT USING PHP

Recognizing the current software industry demand, a Two Day Workshop on Web Development using php has been organized on 10th and 11th February, 2023 at United University, Prayagraj which was organized by ConVMLer Club, Faculty of Engineering and Technology & Faculty of Computer Application United University. The



### Dr. Roshni Shrivastava

- Published an article In Scopus edition European Chemical Bulletin on the topic "Doctrine of constitutional morality: unearthing historical, judicial and philosophical aspects, eur.chem.bull.2023, 12 (special Issue 10)2961-2968
- Published an article on the topic "Mob Lynching in India: Desperate need of Law against unnecessary vigilantism" in the Scopus Journal, NUJS Journal of Regulatory Studies Vol. VIII (Jan-Mar 2023) [ISSN 2456-4605]
- Published an article on the topic "Live-in relationship: In the Need of the Social recognition or Social legislation" in the journal, Journal of Humanities and Culture Vol. IX No.1 (Jan-Mar, 2022), Impact factor - 2.987.

### Ms. Riti Singh

Published a research paper on "Keeping Pace with the Technology-Artificial Intelligence and Criminal Law, with special focus on commercial (financial) offences in India" in (Volume 2 Issue 7) of the International Journal for Legal Research and Analysis [ISSN 2582-6433]

### MOOT COURT COMPETITION

Anshit Srivastava, Swastik Ji Srivastava and Aadarsh Pandey Faculty of Law has participated in Asian Law College, 4th National Moot Court Competition, 2023 (i.e. 24-26 Feb, 2023). They held semi-finalists position and were given special appreciation Certificate by the judges.

### Mr. Akash Bansirar:

Paper Publication in Muktsabd Journal on "Assessment of stress and family burden among family members of substance dependent patients of selected de-addiction centers at Moradabad" by Mr. Akash Bansirar.

### Dr. Vinay Vikram Singh

Presented a paper on "Exploring the Social responsibilities of Pakistan's Media perceptions of the Audience" Within the programme of the Ethics of Society and ethics of Communication Working group as an online conference paper at the annual conference of the International Association for the Media and Communication Research, Lyon, France, IAMCR 2023, held in July 2023.

### Dr. Nishant Dabhade:

- Presented a research paper on the topic "Impact of Social Media Marketing on Consumer Attitudes Towards Local Retail Brand: A study of Vocal for Local" at International Conference on Multidisciplinary Concepts in Management. Held from 30.06.2023 - 01.07.2023 at GL Bajaj, Greater Noida with California State University, San Bernardino, USA.
- Presented a research paper at National Conference on Emerging Technologies and Business Strategies for Sustainable Growth on "The Effect of Customer Experience, Customer Satisfaction and Word of Mouth in Tension on Customer Loyalty: The moderating role of consumer demographics" organized by MPCT, Gwalior on 10 and 11 February, 2023.

### Dr. Anand Kumar Gupta

Presented a research paper on the topic "Comparative Analysis: After and Before Social Media Marketing Strategies and Brand Equity with special Reference to Indian Rag Trade" at International Conference on Multidisciplinary Concepts in Management. Held from 30.06.2023-01.07.2023 at GL Bajaj, Greater Noida with California State University, San Bernardino, USA.

### Mr. Rakesh Kumar Pandey

Presented a research paper titled "Research on the influence of social media The New Hybrid of Promotion Mix" at the International Conference of Marketing on Consumer Experience in Digital Era organized by IIM Bodh Gaya with the School of Business, Economics and La, Gothenburg University, Sweden. April 14-15,2023.

### Dr. Geetika Pandey

"Molybdenum disulfide (MoS<sub>2</sub>) based photoredox catalysis in chemical transformations", Praveen P. Singh, Surabhi Sinha, Geetika Pandey, Vishal Srivastava, October 2022 RSC Advances 12(46):29826-29839

### Mr. Satya Prakash Singh

"Visible Light Induced eosin Y Catalysed C - H Bond Alkylation of Carbonyl Substrates via Direct HAT", Satya Prakash singh, Vishal Srivastava, Praveen P. Singh, Tetrahedron, 132 (2023) 133245.

### Mr. Abhishek Kumar Pal:

- Published two book chapters in 'Olericulture Publication' as corresponding author
  - Advances in production technology of Knol-khol.
  - Advances in production technology of Cowpea.
- Published two Hindi article in ICAR-IIVR magazine 'SabjiKiran'.
  - 'Bharat se krishiutpadkaniryat'.
  - 'JevicAlooUtpadan'